2nd ANNUAL

CYCLE WORLD MOTOR-CYCLE SHOW

IN CONJUNCTION WITH THE 5TH INTERNATIONAL CUSTOM CAR SHOW — LOS ANGELES

SPORTS ARENA

APRIL 29 - 30, MAY 1 - 2

See over 400 of the world's motorcycles and scooters plus hundreds of accessories and special equipment. Including all 1965 models, road and track racers, fabulous customs, dragsters and Bonneville record holders. The largest most complete motorcycle show in America • DON'T MISS IT!

Help your child learn about the fascinating world of science

Golden Adventure Kits

Each kit includes an educator-approved fact-filled textbook with equipment for making pretested experiments!

$1.67 to $2.36

Magnetism. You can explore the science of magnetism . . . learn how gravitational fields attract and repel each other, how they are produced. Kit includes pyrite, insulated wire, cardboard, tube, lodestone, wood sticks, equipment bag, compass, magnet, horseshoe magnet, cork, iron filings and a colorful book of interesting, easy-to-do experiments.
3 N 1511—Shipping wt. 1 lb. 8 oz. . . **$2.36**

Birds. This kit for young bird-watchers contains museum-tested materials and techniques. Includes mahogany bird-feeder, Audubon bird calendar, wild bird seed, golden bird caller, a colorful, fact-filled book and much more.
3 N 1513—Shipping wt. 1 lb. 5 oz. . . **$2.36**

Insects. Includes nylon butterfly net, magnifier, forceps and a 24-page book that tells all about the fascinating insect world.
3 N 1512—Shipping wt. 1 lb. 5 oz. . . **$1.67**

Leaves. Includes materials for leaf printing, casting. Illustrated guide book, album, printing inks, forceps, brushes, printing paper, casting plaster and decorative leaf stencils.
3 N 1514—Shipping wt. 2 lbs. 7 oz. . . **$2.36**

Chemistry. Includes a 100-page book of simple experiments, and school-tested home laboratory materials. Test tubes, testing candle, plastic funnel, harmless chemicals.
3 N 1510—Shipping wt. 1 lb. 15 oz. . . **$2.36**

Adventure Hobby Kits with helpful guide books

$1.67 each

Rock Science Kit. With this kit you can quickly learn to identify rocks, and their uses. Kit includes a tripod magnifier for close study of specimens, streak plate, 20 rock and mineral specimens, complete instructions.
3 N 591—Shipping weight 11 ounces. **$1.67**

Weather Science Kit. Construct eight weather-measuring instruments. Conduct 21 experiments demonstrating important facts about weather and its causes.
3 N 587—Shipping weight 11 ounces. **$1.67**

Time and Space Kit. Includes four instruments, six working models, 20 experiments.
3 N 588—Shipping weight 11 ounces. **$1.67**

Machine Science Kit. Simple machines and how they work. Directions for constructing nine working models; 20 experiments on wheels, friction and other subjects.
3 N 589—Shipping weight 11 ounces. **$1.67**

Seed Science Kit. Includes 24 experiments; tripod magnifier to watch seeds grow.
3 N 590—Shipping weight 11 ounces. **$1.67**

Magnet Science Kit. Make your own compass and three magnets. Six working models, thirty experiments show what magnetic force is, how to make and test magnets.
3 N 592—Shipping weight 11 ounces. **$1.67**

Just call Sears and say "Charge It"

12-inch "Talking Globe"

Raised-relief globe comes with two 33⅓-rpm records "The Story of Mr. World" narrated by Lowell Thomas, Jr. and "The Oceans of the World" . . interesting, important facts

$9.57

True-to-life land and sea map. Globe ball has matte finish which gives an unbroken view of the land and sea topography . . helps to emphasize the relief and shading of the map and makes the colors more interesting to the eye. New pictorial presentation on ocean floor is in a shaded relief effect. Danish modern-style base. Accessories include Story of the Globe booklet, two 33⅓-rpm 7-inch records. Overall height 16 inches.
3 N 1194C—Shipping weight 5 pounds. **$9.57**

Whirling Derby Magnetic Globe

$4.99

Young and old alike will get lots of fun out of this "Round-the-World" game.

Includes 8 inch globe, 4 magnetized miniature jet planes, plastic distance finder, flight plan country cards. Height 10 inches.

Shpg. wt. 4 lbs.
3 N 1199C. **$4.99**

12-inch Political Globe with cradle

$7.57

Thousands of place names are shown in easy-to-read type. Defines ocean depths in four shades of color for raised relief effect. "Free-style" mounting . . you can pick it up out of the walnut-finish hardwood base. Includes Story of Globe booklet. Height 13 inches.

Shipping weight 5 lbs.
3 N 1195C. **$7.57**

12-inch Raised Relief Globe . . 400-page Atlas

$17.97

Globe has true-to-life land and sea map. Brass-finished semi-meridian calibrated on one side with degrees, the other statute miles. Atlas contains detailed U.S. and foreign country maps, valuable world information . . stores in base. Top and bottom of base have mar-resistant high-pressure plastic finish in walnut wood grain . . sides solid walnut. Includes Story of Globe booklet. Height 16½ in.
3 N 1196C—Shpg. wt. 5 lbs. **$17.97**

World Stamp Album Kit with 100 assorted world stamps

$4.67

Perfect for the beginner or as an addition to your present collection. Includes: Scott's world stamp album, that has 6,500 illustrations, 11,000 spaces for stamps; 500 stamp hinges; 100 assorted world stamps; stamp perforation gauge; 121 world flag stamps; six-page stock book and a 2-inch framed magnifying glass.

3 N 18202—Wt. 3 lbs. 12 oz. $4.67

Modern Album Stamp Kit . . our best outfit with 250 assorted world stamps

$6.47

Gives a beginning collector a big start on his collection . . the advanced collector will find it a welcome addition. Includes plenty of spaces for your display of stamps . . the album has 13,000 illustrations and 25,000 spaces for stamps! Kit also includes 500 stamp hinges; 121 world flag stamps; stamp perforation gauge; six-page stamp stock book and a 2-inch metal framed magnifying glass; metal tongs.

3 N 18201—Shpg. wt. 4 lbs. 12 oz. $6.47

Our Finest Coin Collectors Outfit with 6 rare coins to start your collection

$10.77

Assembled with the real coin collector in mind. It includes ten Whitman coin folders; a 128-page book on U.S. coin values; U.S. and Canadian inventory and check list; six coin tubes; 100 coin holders; two satin-black coin storage boxes; pocket magnifier and case; 837 professional coin terms; six mounted hard-to-find coins, 1943 P-D-S reprocessed Lincoln cents, 1955-S, 1960-D Sm. Dte. Lincoln cents and 1942-D Jefferson nickel.

3 N 18225—Shipping weight 4 pounds 3 ounces. . $10.77

Packet of Stamps . . all different. (1) 1,000 stamps . . world wide. 3 N 18216—Wt. 1 lb. . . $2.89

(2) 333 stamps . . world wide. 3 N 18215—Wt. 1 lb. . . $1.89

Grand Award Album. 40,000 illust., spaces for 28,000 stamps. 3N18204-Wt.6lbs.8oz.$10.77

National Album. 2,000 illustrations, spaces for 4,000 stamps. 3N18205-Wt.7lbs.4oz.$10.77

American Album. 2,000 illustrations, spaces for 3,500 stamps. 3N18206-Wt.2lbs.12oz.$4.57

Modern Album. 13,000 illust. Holds 25,000 stamps. Shpg. wt. 3 lbs. 12 oz. 3 N 18207. . . . . $4.57

World Album. 6,500 illust. Holds 11,000 stamps. Shpg. wt. 2 lbs. 4 oz. 3 N 18208. . . . . $2.77

Family of Nations. Holds 3,500 stamps, 5,000 illust. 3N18209-Wt. 9 oz. . . 89c

U.S. Album. Holds 1,700 stamps, 1,500 illustrations. 3N18211-Wt. 9 oz. . . 89c

Family of Nations Stamp Album Kit

This economical album has spaces for 5,000 stamps, 3,500 illustrations. Includes: 500 stamp hinges; stamp perforation gauge; 100 assorted world stamps; magnifying glass; stamp tongs; 121 world flag stamps. Wt. 1 lb. 12 oz.

3 N 18203. . . . . $2.57

Coin Collector's Starter Kit

$4.44

Incl. U.S. guide to coin values; Lincoln cent album; Jefferson nickel album; Roosevelt dime album; U.S. and Canadian inventory and check list; ass'td. plastic coin tubes; pocket magnifier and case; self-seal coin holders; 1943 P-D-S Lincoln steel coin set.

Shpg. wt. 2 lbs. 6 oz. 3 N 18226. . . . . $4.44

Large 16-inch Political Globe

Adapts from table model to floor model by adding walnut-finished wood post to Danish-modern base

$19.75

This extra big-size globe combines detailed reference with greater placement convenience in home or office. Popular brass finished gyromatic assembly swings any area of the map into closer view for detailed study. Map scale 500 miles to inch. Accessories include See The World On A Globe and Story Of The Moon booklets that add to your appreciation of the study of the globe. Also included are instructions for converting from table model to floor model. Floor model height 37½ in. . . table model height 20½ in.

3 N 1197I—Wt. 14 lbs. . . $19.75

12-inch stereo relief globe . . convert it to a floor model by adding the walnut-finished post

$12.97

Brilliant coloring of the globe is in raised relief . . you can actually feel the mountains! Through a special artistic treatment in its ocean coloring, the globe is able to show you at a glance the flow and direction of ocean currents and the names of the major currents . . you can quickly identify the deepest spots of the oceans. Accessories include Story of the Globe and Story of the Moon booklets, distance finder, magnifying glass, instructions. Floor model height 34 inches. Table model height 16 inches.

3 N 1198C—Shpg. wt. 9 lbs. $12.97

Coin supplies

Coin Folders. These folders display all coins at one time. All coin openings are labeled . . have coin information in each album. 5¾x7½ inches.

Folder Set (5). Lincoln Cent album, Jefferson Nickel and Roosevelt Dime albums.

Shipping wt. 12 oz. 3 N 18227. . . . . Set 89c

Folder Set (4). Includes the Washington Quarter, Franklin Half-dollar, and Kennedy Half-dollar albums.

Shipping wt. 12 oz. 3 N 18228. . . . . Set 89c

5 **Kennedy Coin Holder.** Beautiful embossed plastic case. Comes complete with table top easel. 4½x3⅝ in.

Shipping wt. 2 oz. 3 N 18237. . . . . 44c

6 **Scan-O-Matic. Electric Coin Viewer.** Helps you sort, examine coins faster. UL listed.

Wt. 1 lb. 10 oz. 3 N 18235. . . . $11.47

Giant Coin Magnifier (not shown). Examine minute details of coins.

Wt. 6 oz. 3 N 18236. . . . . $2.67

Select from 190 View-Master subjects in exciting color

Packet of 3 stereo reels **$1.25**

Three 7-scene reels are in each packet listed below . . 21 full-color stereo scenes. (Civil War packet is authentic black-and-white, taken during the War.) Packets marked(*) have delightful story folder . . those marked (**) have guidebook, real coin (when available) and stamp. Packets marked (#) for stereo viewers only. Shipping weight 3 ounces.
State catalog number and packet title number.
3 N 9750F—*Post paid*. . Each packet $1.25

SHOWN ON FACING PAGE

B380—A Christmas Carol*
B875—Birth of Jesus*
B382—Night Before Christmas*
B381—Littlest Angel*
B383—Christmas Story*
B376—Mary Poppins*
B520—Pebbles, Bamm-Bamm*
B516—Flintstones*
B516—Popeye*
B531—Bugs Bunny*
B318—Cinderella*
B512—Huck Hound, Yogi*
B400—Bambi*
B300—Snow White*
B525—Donald Duck*
B533—Casper*
B500—Barbie's World Trip*
B515—Bullwinkle*
B361—Wizard of Oz*
A177—Adventureland
A178—Fantasyland
A996-ST—Scenic U.S.A.*
A655—Niagara Falls
A362—Grand Canyon
A306—Yellowstone
A790—Washington, D.C.*
A654—New York City*
A671—World's Fair
B612—Wonders of the Deep*
B901—7 Wonders of World*
C166—Paris
B226—Holy Land*
B178-ST—Vatican City*
B658—Man on the Moon*
B614—Wild Animals*

NEW RELEASES

B725—The American Indian*
B470—Annie Oakley*
B206—Athena, Greece*
B479—Daniel Boone*
A584—Greenfield Village
B480—Lassie*
A390—Lincoln Trail*
B851—Noah's Ark*
A326—U.S. Air Force Academy
B469—Zorro*

CHILDREN'S FAVORITES

B570—Beverly Hillbillies*
B471—Bonanza*
B617—Children's Zoo*
B317—Goldilocks, 3 Bears*
B425—Heidi*
B314—Jack and Beanstalk*
B310—Little Red Riding Hood*
B315—Lady and the Tramp*
C282—Tyrsund's Waxworks*
B528—Mickey Mouse*
B526—Mighty Mouse & Pups*
B410—Mother Goose Rhymes*
B532—Smurfs Adventure*
B372—Peter Pan*
B619—Prehistoric Animals*
B534—Quick Draw McGraw*
B475—Roy Rogers Roundup*
B308—Sleeping Beauty*
B509—Space Mouse*
B615—Strange Animals*
B316—Sword in the Stone*
B513—Top Cat*
B370—20,000 Leagues*
B616—Wild African Animals*
B508—Woody Woodpecker*
B350—Alice in Wonderland*

SCENIC THRILLS

B003—Acapulco
B096—Africa*
A101—Alaska*
B657—John Glenn's Flight*
B288—Australia
A004—Canadian Rockies*
B192—Berlin*
A486—Black Hills*
A835—Blue Ridge Parkway
A346—Bryce Canyon
B072—Buenos Aires
A988—Busch Gardens
A170—California*
B125—Capetown*
A376—Carlsbad Caverns
A551—Chicago
A813—Williamsburg, Va.*
A961—Cypress Gardens
A581—Detroit Zoo*
A176—Disney Frontierland
A175—Disneyland Main St.
A179—Disney Tomorrowland
B140—Egypt*
A102—Eskimos of Alaska
A296—Glacier Natl. Park
A361—Grand Canyon*
A307—Grand Teton Park
A889—Smoky Mts. Natl. Park
A963—Greater Miami Area
A120—Hawaii*
A122—Hawaii Hula Dancers
A190—Hearst Castle
A123—Honolulu, Waikiki
A158—Hoover Dam
B262—Japan*
A235—Knott's Berry Farm*
A007—Lake Louise-Rockies
A156—Las Vegas
C277—London
A876—Lookout Mountain
A181—Los Angeles*
A846—Mammoth Cave
A964—Marineland, Florida*
A188—Marineland, Pacific*
A051—Montreal
A487—Mt. Rushmore
A812—Mt. Vernon*
A828—Natural Bridge
A649—New York City*
A653—New York City II
A656—Niagara Falls, Canada
A363—Painted Desert
A965—Parrot Jungle I*
B274—Philippines*
A321—Pike's Peak*
B639—Puerto Rico
A182—Redwood Highway
A884—Rock City Gardens
A652—Rockefeller Center
A322—Rocky Mt. Park
B750—Canadian Mounties*
A323—Royal Gorge
A173—San Diego Zoo*
A172—San Francisco
A966—Seaquarium
A174—Sequoia Natl. Park
A811—Shenandoah Park
A413—6 Flags Over Texas
A797—Smithsonian Inst.
C385—Holland Tulip Time
A651—United Nations
B790—Civil War* (B&W)
A967—Water Ski Show
A991—Wachee Springs
A793—The White House*
A526—Wisconsin Dells
A171—Yosemite Natl. Park
A347—Zion Natl. Park
A360—Arizona*
A310—Colorado*
A960—Florida*
A350—Illinois*
A570—Indiana*
A845—Kentucky*
A580—Michigan*
A675—Nebraska*
A650—New York*
A890—North Carolina*
A595—Ohio*
A740—Rhode Island*
A905—South Carolina*
A875—Tennessee*
A410—Texas*
A810—Virginia*
A525—Wisconsin*

NATIONS OF THE WORLD

B198—Austria**
B188—Belgium**
B057—Brazil**
A090—Canada**
B079—Chile**
B044—Colombia**
B155—Denmark**
B091—Ecuador**
B156—England**
B172—France**
B193—Germany**
B205—Greece**
B190—Holland**
B251—Hong Kong**
A085—Iceland**
B235—India**
B180—Italy**
B001—Mexico**
B224—Modern Israel**
B153—Norway**
B025—Panama**
B168—Portugal**
B213—Russia**
B124—South Africa**
B171—Spain**
B151—Sweden**
B185—Switzerland**

View-Master 7-reel Packs **$2.17**

Each group below is 1 packet of 7 reels (49 3-D color scenes).
3 N 976F—*State title number*. Shipping wt. 9 oz. . . Pack $2.17

002—Faraway Lands
006—National Parks
008—Disney Cartoons
009—Disney Fairy Tales
012—Fairy Tales
016—Disneyland
017—Animals of the World
018—Nature Subjects
019—Cartoon Favorites
020—Television Favorites

Your favorite cartoon characters come alive on a View-Master Theater

With 140 full-color, scenes **$9.44**

Projects bright 2-dimensional pictures. 30-watt projector, f:3 lens, screen. Disney Theater has 10 reels (140 scenes) with Mickey Mouse, Donald Duck, 20,000 Leagues, others. Bugs Bunny Theater has 10 reels with Elmer Fudd, Porky Pig, etc. Theaters show your other View-Master reels. 110-120-v., 60-c. AC-DC. Colorful box.
3 N 9763—Disney Theater. Wt. 4 lbs. 3 oz. . . $9.44
3 N 9768—Bugs Bunny Theater. Wt. 4 lbs. 3 oz. 9.44
3 N 8680—Extra 30-watt Lamp. Wt. 8 oz. . . . 99c

View-Master Starter Set with viewer, 8 reels, library box

$5.64

A complete gift for many fun-filled hours of cartoon viewing . . 56 colorful scenes. Includes unlighted stereo viewer plus 7 reels of Huckleberry Hound, Yogi Bear, Quick-Draw McGraw, Flintstones, Top Cat and 1 special reel. (For stereo viewers only.) Styrene plastic library box keeps viewer and about 60 reels (8 inch.) dust-free. 8¾x5x5 in. Brown and beige finish.
3 N 9764—Shipping weight 2 pounds. $5.64
3 N 9770—Library Box only. Wt. 1 lb. 8 oz... 2.09

100-watt Projector with f:2.8 lens

$18.95

Just flick a lever to change scenes on View-Master reels. Plastic. Off-on switch. 110-120-v., 60-c. AC-DC. Wt. 2 lbs. 6 oz.
3 N 9771. . . . . $18.95

Extra Lamp. Wt. 6 oz.
3 N 8681. . . . . $2.35

The adventures of Mary Poppins . . fun with Yogi Bear . . a Grand Canyon sunset come alive in 3-dimensional color with

VIEW-MASTER®

Best Stereo Viewer has its own light

With 7 3-D reels **$5.68** With 1 3-D reel **$3.77**

No need to hold viewer to sunlight or lamp . . touch full-length lightbar, bright color pictures spring to life. Change scenes by just flipping lever. High-impact plastic. 7 reels—49 scenes—with Hanna-Barbera characters . . Huck Hound, Yogi Bear, Flintstones, Top Cat, Quick-Draw McGraw. Batteries, attractive box.

3 N 9757—Shipping weight 2 pounds 8 ounces. **$5.68**
3 N 9765—Viewer with 1 special reel. Wt. 1 lb. 4 oz. **3.77**

Unlighted Stereo Viewer

With 7 3-D reels **$3.58** **$2.78** With 4 3-D reels With 1 2-D reel **$1.53**

Get stereo viewer, 7 reels with Donald Duck, Mickey Mouse, Bambi, Snow White, Adventureland, Fantasyland, Tomorrowland. Colorful box.

3 N 9766—Shipping weight 1 pound 2 ounces. **$3.58**

Viewer plus 3-reel Mary Poppins packet and special reel.

3 N 9761—Shipping weight 9 ounces. 2.78
3 N 9755—Viewer plus 1 special 7-scene reel. Shpg. wt. 8 oz. . . . 1.53

Now Sears adds 4-wheel brakes to a Dyn-O-Charger slot racer—the fully assembled Dyn-O/SC 100

We've taken one of the world's fastest production slot racers and beefed up its brakes for controlled cornering. Slowing of rear wheels sets in motion the Dyn-O-Charger's new front-wheel brake mechanism. 1/24-scale plastic body with metal frame and their super-fast motor. 49 N 6478—Shipping wt. 14 oz. $9.88

$10.99

Ready-to-race Manta Ray

Track-proven 1/24-scale slot racer by Classic. Famous as one of the fastest slot cars made. 9-volt 21,000 rpm motor mounted in sidewinder position. Drop-flag pickup. Metal chassis boasts low center of gravity. Comes with an extra Lotus 30 clear plastic body. 49 N 6479—Shpg. wt. 12 oz. $10.99

Look no further —you'll find it only at Sears

$9.88

Save this catalog . . you can order any item on pages 441 to 673 from now until Sept. 1, 1966

Accessories for your "pit stop"

12-volt Motors for 1/24 or 1/32 scale

1 **Revell's SP600.** Takes heavier loads. 18,250 rpm. 10-tooth pinion, 6-inch wire leads, brackets. 49 N 6481–Shpg. wt. 2 oz. $2.88

2 **Revell's SP510X.** Winds up to 27,500 rpm. 8-tooth pinion, Oilite bearings, wire leads. 49 N 6480–Shpg. wt. 1 oz. $1.88

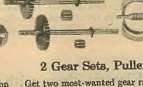
3 **K&B Bobcat Inline,** 27,500 rpm. .0067 HP. With wires, brackets. 49 N 6482–Shpg. wt. 3 oz. $2.88

4 **K&B's Challenger Sidewinder** . . 16,000 rpm, 12-tooth pinion gear, 32-tooth direct axle spur gear. Includes axle, wire leads. 49 N 6483–Shpg. wt. 4 oz. $2.88

5 **Dyn-O-Charger 400.** A holy terror. Exceeds .02 HP, 25,000 rpm. Cylindrical motor with twin magnets, stainless steel shaft, pre-drilled front, rear frames. Wires. 49 N 6484–Shpg. wt. 6 oz. $5.99

Adjustable Chassis

For use with sidewinder motor on either 1/24 or 1/32-scale cars. Lightweight aluminum with swing pick-up, bearings, axle, mounts. 49 N 6485–Shpg. wt. 2 oz. $1.66



2 Gear Sets, Puller

Get two most-wanted gear ratios: 4.5:1 and 3.4:1. Brass 8-tooth pinion, 36-tooth spur . 10-tooth pinion, 34-tooth spur. Gear puller. 49 N 6486–Shpg. wt. 3 oz. $2.44

Hand Controllers for slot racing

6 **K&B.** 25-ohm. Heat-resistant plastic grip, plunger. Ceramic core, fuse wire (2 extra). 3 clips. 49 N 6494—Wt. 6 oz. . . . $5.44

7 **Cox.** 25-ohm. High-impact plastic grip. Finned metal plunger, dynamic braking. Fuse wire protected. With clips. 49 N 6492—Wt. 6 oz. . . . $5.44

8 **Strombecker.** All metal. Built-in automatic braking, replaceable fuse. 10 to 14-ohm resistor. Finned cast aluminum body. With 3 alligator clips. 49 N 6493—Wt. 8 oz. . . . $5.44

9 **Atlas.** 25-ohm. Plastic housing, plunger. Brake action. 49 N 6491—Wt. 4 oz. . . . $2.44

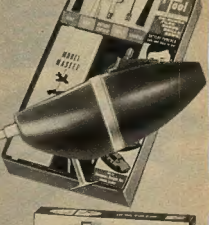
5-in-1 Power Tool for model car building

- De-burrs
- Saws
- Sands
- Drills
- Files

$4.66 without batteries

Makes precision cuts, smooths out your sleek customizing job. Works well with wood or plastic models. 5¼-inch tool includes fine and coarse file, rotary sander, drill, saw, case. Plastic and metal. Order 2 "D" batteries. 49 N 6488—Wt. 7 oz. . . . $4.66

"D" Battery. Shpg. wt. each 4 oz. 49 N 4660–Ea. 16c; 4 for 60c



Mechanic tools for slot-racers $2.44

For fine detail work in model building. Bayonet-type handle takes interchangeable: 1/4S, 4/40, 5/40-in. pocket wrenches and socket attachments for 3 and 2-prong hubs. Straight and 90° Allen head wrenches, 3 screwdrivers, 3 wrenches, case. 49 N 6487—Shpg. wt. 10 oz. $2.44

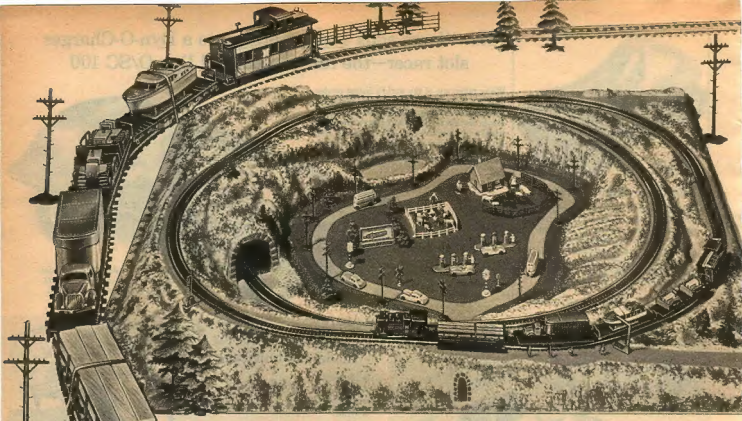
Electric tool cuts $2.44 and welds plastic

Just the thing for repairing, re-shaping or customizing plastic models. Electric tool has customizing chisel tip, smoothing and welding tip, cutting tip . . all brass. Cool cork grip, 6-ft. cord, 10-watt heating unit. 6 styrene rods. 110-120-v, 60-c. AC. 49 N 6489—Shpg. wt. 7 oz. $2.44

Slot-racing Carry Case stores cars and tools

$3.99

Tote everything you need for rallies at your neighborhood slot track. Formed tray holds 1/32 and 1/24-scale cars. Clear plastic boxes and vinyl pockets keep tools and parts neatly in place. Black vinyl case, 16x11x3 in. deep. 49 N 6490—Shpg. wt. 4 lbs. . . $3.99



75-piece HO Train Set by Marx with full-color 3-D scenic base

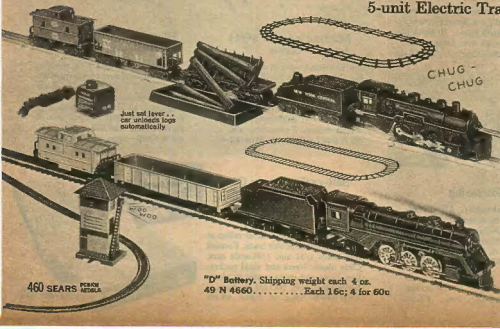
You get a 6-unit electric train, 34 feet of track *plus* realistic town setting that includes base, buildings, cars and people

Complete with power pack **$29.88** cash — No Money Down

You're the engineer as the train circles the town, goes through the tunnel and stops for delivery of a truck or a bulldozer. Vacuum-formed plastic terrain is 54x47x6 in. high. Freight train of plastic and metal is 34 in. long. Industrial-switcher locomotive hauls 4 flat cars . . one with lumber, a piggy-back car with hauler and trailer, one with 2 bulldozers, and one with boat. New Haven caboose tags along behind.

34 track sections, including uncoupler-reroiler track, form inner and outer ovals. 16 polyethylene trees give charm to the scenery. More realism is added with traffic set, service station with cars, farm set, 12 telephone poles, other plastic accessories. 1¼-amp power pack with circuit breaker. UL listed, 110–120-v, 60-c. AC.

79 N 9830N2—Shipping wt. 23 lbs. Freight (rail or truck) or express.....Set $29.88



5-unit Electric Train with log car that unloads

This .027 Freight "chugs" along as headlight throws beam up ahead

$9.97 complete with transformer

Steam-type engine goes fast or slow by remote control. Ease log car alongside bin . . watch as logs tumble out. Slant-back coal tender, gondola and caboose. Train 41 inches long. 8 curved, 2 straight 1¾-inch wide tracks form 102-inch oval. Plastic and metal. 25-watt transformer. UL listed, 110–120-v, 60-c. AC.

49 N 9715C—Shipping wt. 7 lbs. . Set $9.97

Battery-powered HO Freight

$4.97 without batteries

Locomotive puffs out smoke rings and gives a realistic whistle as it roars over a special section of track. 9 feet of track in all. 22-inch train also has a coal tender, gondola and caboose . . all of high impact plastic. 9-inch control tower holds 4 "D" batteries (not included, order below). From Japan.

49 N 9828—Shpg. wt. 2 lbs. 4 oz. $4.97

"D" Battery. Shipping weight each 4 oz.
49 N 4660.....Each 16c; 4 for 60c

The spot you spank

A very precious looking doll and really quite special. When you turn her over and spank, she fusses like a real baby. Feeds from her own bottle, too . . and what an appetite she has. Soft rooted hair . sleeping eyes . . soft, chubby arms. Vinyl. Dressed in bright red play outfit. And all 20 inches of her are as tender and lovable as they can be.

Shpg. wt. 2 lbs. 5 oz.

49 N 3126.....**$5.99**

Eyes open, close when she moves . . sheds real tears after her bottle

$8.88

14-inch *Tearful Tiny Thumbelina.* All you do is rock her gently and she opens and closes her pretty eyes. Press her stomach to see her eyes fill up with tears. When you wind her, Thumbelina moves and stretches as live babies do. This wistful bundle of joy arrives gaily dressed in blue stripe outfit with pink bib. Beautifully created with vinyl head, arms and legs, and baby-soft cloth body. Fully rooted hair. And because Thumbelina's such a frisky, real acting baby, she's going to need a whole lot of love and care.

49 N 3121—Shipping weight 1 lb. 8 oz.....**$8.88**

14-inch *Tiny Thumbelina.* Wind her up . . she moves like a real baby. Pretty painted eyes. Organdy dress, cotton slip, diaper, booties.

49 N 3211—Shipping weight 1 lb. 8 oz.....**$6.99**

W-A-A-A
BABY
BOO
Acts like a real baby . . give her the pacifier and she stops crying
Cover her with a blanket and she stops crying
No buttons to press
$9.99

What's more magical to a little girl than a doll that does all this and *even stops crying when you turn out the light?* Soft polyethylene. 21 in. tall. Boo comes with own romper outfit, booties, bow, pacifier. Order 2 "D" batteries below.

49 N 3026—Wt. 3 lbs. 9 oz.....**$9.99**

"D" Battery. Shpg. wt. each 4 oz.

49 N 4660.....Each 16c; 4 for 60c

Mattel's Baby Pattaburp

Wouldn't it be exciting to own a doll like this? Feed her, place her on your shoulder, pat her on back . . and she burps. Eyes close when you lay her down. Rooted hair. Soft body. All dressed up in a pink dress, panties, booties. 16 inches of sweetness in all. As you feed her with her own special bottle, the milk disappears . . then bottle magically refills itself.

49 N 3119—Shpg. wt. 2 lbs. 4 oz.....**$7.99**

Even baby-talks nursery rhymes

This is Mattel's Baby Cheryl. Just listen to what she has to say . . "Jack and Jill, up the hill" . . "Three little kittens, meow." All you do is pull her Chatty-Ring®. And what a cuddle-wonderful doll she is, all dressed in daisy-print dress, panties, booties. Eyes close. Rooted hair can be combed. Although a baby, Cheryl's still 16 in. tall.

49 N 3024—Wt. 1 lb. 8 oz.....**$7.67**

Sears has wonderful Dolls that walk

Here's an 18-inch Toddler Doll who'd just love to stroll with you

A chubby little sweetheart who has rooted hair with bangs and cute pigtails. Her eyes open and shut, and she wears a pretty red velveteen dress with long white lace-trimmed nylon sleeves, panties, shoes and socks. See how well she walks when you hold her hand.

49 N 3517—Shipping wt. 2 lbs. 6 oz.....$4.99

$4.99

Hold her hand, and this pretty 16-inch Miss walks along with you

1 So charming—and so low priced. Vinyl, with jointed arms and legs, movable head, sleepy eyes. She wears a bright red velvet dress with a white yoke, lace trim. Has long hair that combs beautifully.

49 N 3187—Wt. 1 lb. 7 oz. $3.99

36-inch Walking Doll

2 She's almost as big as you when she walks at your side. Even can wear little girl dresses. With vinyl head, open-and-shut eyes. Dressed in blue velvet coat and hat, lawn dress, and panties, shoes, socks.

79 N 3497L—Wt. 7 lbs. . . . $9.99

Walks by herself, like a real baby!

Baby First Step by Mattel

$9.99 without batteries

Her realistic walking motion is battery-powered

The first and only doll to walk all by herself . . clear across the room! Just turn on the hidden switch and watch Baby First-Step toddle to you. She's a plump little dear, with rooted synthetic hair, big open-and-shut eyes. Adorable toddler wears a pink taffeta dress with sheer overskirt, socks, shoes, and she's 18 inches tall. Order 2 "D" batteries below.

49 N 3018—Shipping weight 3 lbs. 3 oz. $9.99
49 N 4660—"D" Battery. Wt. ea. 4 oz. . . . . Each 16c; 4 for 60c

Three little girls in blue

Dress-alike beauties

3 **Love me Linda.** Has a hint of a lingering tear in her wide painted eyes, wears a brave smile for you. A slim "growing-up" doll dressed in pale blue embroidered nylon, with a velvety blue overskirt and hat, sheer slip, shoes, socks. 15 in. tall.

49 N 3181—Wt. 1 lb. 8 oz. . . $4.99

4 **Posy Baby.** Dressed in blue, from the tip of her pixie hat to the toes of her jersey pixie suit. Wears an embroidered blue nylon and velvet jumper and bonnet. Made of soft bendable foam over a wire frame to pose and bend and twist any way you want. With a sweet vinyl face, open-and-shut eyes. A cute 17 inches tall.

49 N 3180—Wt. 1 lb. 14 oz. . . $6.97

5 **Angel Baby.** Plump and pretty little girl with sweet rooted hairdo wears a lace-embroidered dress in sheer nylon and velveteen, a slip, plastic shoes, socks, a blue bow in her hair. 14 in. tall, with sleeping eyes.

49 N 3179—Wt. 1 lb. 11 oz. . . $4.99

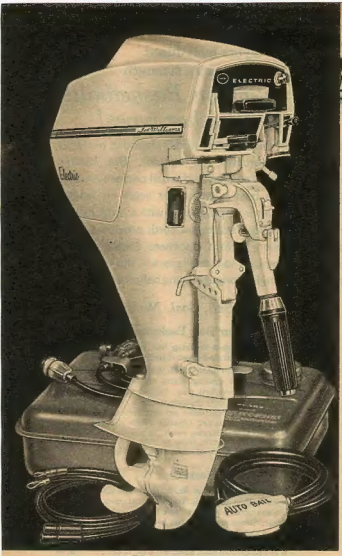
So pudgy and so soft and supple . . you can pose her in so many cute and impish ways

Posi Playmate

$4.99

Posi Playmate is made of soft foam over a flexible wire form . . . to pose in so many different ways, and to stay where you pose her until you move her again. Hands and head are vinyl, pixie-cut hair is rooted. She has movable eyes with a beguiling side glance, and wears a pert one-piece embroidered cotton coverall. 19 inches tall.

49 N 3189—Shpg. wt. 1 lb. 12 oz. $4.99



Now.. Electric-start 7½-HP Fishing Motor

Just push the button and you're ready to zoom off

"At last you can forget about pulling recoil-start ropes on old fashioned hand-crank motors," says Ted. "Start this motor the modern push-button way. And don't worry about battery running down—starter-generator recharges battery for fast starts every time."

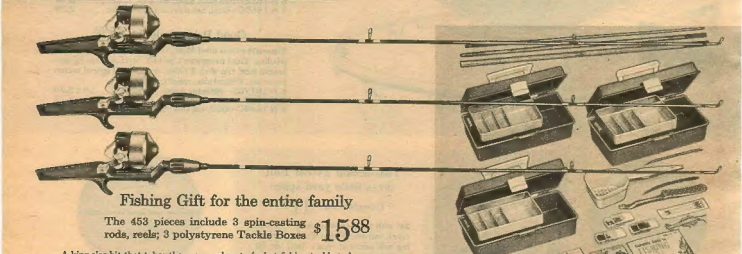
Motor only **$294.00** Cash $18.50 monthly 18 months to pay

Fits into any car trunk . . weighs only 52 lbs., stands a mere 36 in. tall. Plows through weed beds at high speed, thanks to weedless prop with cushioned hub and shear pin protection. Tilt motor to tilt-drive position to skim over shallow spots with ease. Downdraft carburetor lets you take off fast . . throttles back for slow trolling. Auto-bail pumps up to 300 gal. of water per hour. Full gear-shift with finger-tip control on front panel . . 1-hand twist-grip speed control. Auxiliary rewind starter. Economy? Runs all day on tank of gas (remote 3½-gal. non-pressurized tank). Sound-proofing? So good you can sneak up on the big ones. Basically all-aluminum die-cast construction. Maximum corrosion-resistance in fresh and salt water. Drop-forged steel crankshaft, connecting rods; stainless steel drive-shaft, propshaft. Filter built into fuel line. Baked-on white enamel finish. Motor, battery sent by freight (rail, truck) or express.

6 N 6061N—Motor only. Shipping weight 65 pounds $294.00
6 N 5910—Battery Box. Shipping weight 2 pounds 2.97
32 N 9876N—Battery. Shipping weight 25 pounds 15.95

No Money Down on anything Sears sells

SEE PAGE 398



Fishing Gift for the entire family

The 453 pieces include 3 spin-casting rods, reels; 3 polystyrene Tackle Boxes **$15.88**

A king-size kit that takes the guesswork out of what fishing tackle to buy.

The Rods—three 4-foot, 1-piece solid fiber glass spin-casting rods to battle the biggest fish. One 6-foot, 3-piece bamboo pole puts line way out in water.

The Reels—three smooth-action Squire spin-casting reels with push-button release. All reels come complete with line. Imported from Japan.

Lures—only the most popular: Red-white spoon, pinkie jig, spin pearl, popping plug, spinnie, satellite lure, 12 assorted flies plus 50 natural baits.

Soft vinyl lures: 2 mud puppies, 2 baby cats, 2 jumbo shrimp, 2 baby gators, 2 mice, 2 jumbo frogs, 2 jumbo crawfish and 2 worms.

Plenty of extras: 3 weedless hooks, 12 double hooks, 200 Kirby hooks, 2 Doby hooks, 8 snelled hooks, 3 nylon leaders, 6 snap swivels, 72 BB shot in plastic box, 12 no. 8 shot in plastic box, 12 clincher sinkers in plastic box, 3 bass bobbers, 12 popper corks and 6 assorted feathers, fish scaler, 8-clip stringer, minnow scoop, sport compass. 5-pc. furnished line consisting of hook line, float, sinker, spindle; 50-page fishing booklet *plus* 3 high-impact polystyrene boxes with swing-out trays.

6 N 2863C—Shipping weight 7 pounds ..... Kit $15.88

$11.99 without batteries

Play your team against any of 5 opponents

Canadian Hockey

With 36 players

Fast-action play on big 36x21-in. rink with curved and "S" shaped slots. Sideline scoring bumpers rebound puck. Spring-loaded shooting goalies knock puck away from nets. Overhead scoreboard, face-offs, 3 pucks—plain, roller, magnetic. Metal puck-controlling "men" and frame. Hardboard rink. Plastic legs. Order 2 "D" batteries.

79 N 2781. Shipping weight 12 pounds. $11.99

79 N 4660—"D" Battery. Wt. each 4 oz. ..... Each 16c; 4 for 60c

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Hockey Master 2 teams, 28x16-inch rink

$5.99

Players move up and down the ice, waiting for the opportunity to slap the puck in for a score. Scoreboard and press box at side. 10 puck controllers. Pont-a-steel gear drive. With 2 pucks—plain and magnetic. Metal frame, hardboard rink. Shpg. wt. 8 lbs.

79N280C $5.99

National Hockey with 32x16-in. rink, lights, 2 teams and roving referee that can "face-off" anywhere

$8.88 w thout batteries

A forward brings the puck up the "ice." The metal defense and offense "men" move along curved slots. He sends pass to flanker, who then slaps it toward goal. But puck is blocked by spring-action goalie.

Overhead scoreboard. Metal frame, hardboard rink. Twopucks magnetic and roller. Instructions. Order 2 "D" batteries above. Shpg. wt. 9 lbs.

79 N 2791. ..... $8.88

Shoot baskets from 16 spots on big 28x14-in. metal court

$7.22

Spring-action levers let you shoot ball into basket with accuracy. Aim ball from spot, pull shooting spot, pull lever, ball swishes through basket. Flippers adjust for more accurate aim (tool supplied). Scorekeeper on backboard. For 1 to 6 players. Shpg. wt. 7 lbs.

79 N 449C . $7.22

Shoot from 12 spots on fiberboard court

$3.27

Zip through action packed miniature basketball games. 20x12-inch playing surface. 6 lever-controlled flippers let you sink shot from 12 different positions. One to six can play. Realistic backboards with scoring devices, fold-down net baskets. Plastic basketball. Rules included. Shipping weight 3 pounds.

79 N 202C $3.27

NFL Electric Football with 36x21-inch gridiron

All the exciting action of real football on this vibrating gridiron. Cross-buck, screen pass, end around and more. 2 teams of life-like 3-dimensional players clash while 6 substitutes wait to be called in. Separate kicker-passer, magnetic football. 3-man yardage marker, goal posts. Metal grandstand with 2 workable scoreboards. flying pennants. Steel-framed hardboard. Plays and instruction sheet. UL listed, 110-120-v., 60-c. AC. Shpg. wt. 12 lbs.

79 N 3011.....$9.99

$9.99

You're the offense and use levers to move ball down field . . defense turns dial to stop you

Big Play Football

$6.99 without batteries

By selecting one of 14 levers, offense chooses from possible plays that occur in real NFL action. Defense counters with one of four proved NFL defenses. "Selectromatic Quarterback" records action. Scoreboard lights up to show whether offense or defense made the "Big Play" 28x15-in. hardboard playing surface. Metal frame. Uses 2 "D" batteries (order below).

79 N 3040—Shipping weight 6 lbs. $6.99

"D" Battery. Shipping weight each 4 oz.

79 N 4660 ..... Each 16¢; 4 for 60c

$5.22

Electric Pro Football played on 29x15-inch gridiron

A flick of the switch and 7 teams of 3-dimensional players go into action. Dual-action kicker-passer throws forward passes and boots field goals. Metal grandstand hardboard field. Also 2 scoring devices, goal posts, magnetic ball, yardage marker. Steel frame. Instruction booklet included UL listed, 110-120-v., 60-c., AC.

79 N 104C Shipping wt. 7 lbs. . . $5.22

Crowd fills 3 sides of double-deck stands

Players run, block, tackle, receive passes in NFL Big Bowl Electric Football

$11.99

Surging excitement of a big crowd in a double-deck grandstand, only from Sears. Just set up your formations and watch 3-dimensional players clash on 36x21-inch field. Vibrating coil in field keeps men in action. Spectacular kicker passer throws and boots magnetic ball. 3-man yardage marker and scoreboards keep track of the action. Set includes pennants, goal posts, 3 magnetic footballs, instructions and NFL plays. Paints and brush for painting players. Steel frame, plastic corners. Cord, coil operate on 110-120 volt, 60-cycle AC. UL listed. Partly assembled.

79 N 296L—Shipping weight 13 pounds.....$11.99

44 players . . paint them to make 4 teams

Foto-electric Football

$5.99

Quarterback your own team. Lighted gridiron shows plays in motion . the action, suspense of pro games. "Hall of Fame" set includes offensive and defensive play cards, dials for kicks and runs, scoreboard. Laminated cardboard. UL listed, 110-120-v., 60-c. AC.

49 N 114C—Wt. 5 lbs.. $5.99

Electro-magnetic Baseball push buttons to pitch, bat

Touch of button delivers complete variety of "pitcher's specials." Arm powered by electromagnetic coil. Second player presses a button and lever-action bat slams magnetic ball into play. 9 stationary metal players, scoreboard. Hardboard base 19x19 in., steel frame. UL listed, 110-120-v., 60-c. AC. Wt. 6 lbs.

79 N 418C.. . $5.99

$5.99

the DREAMIEST dolls

Wind her up . . she opens and closes her eyes . . wriggles, turns like a real live baby

Snoozie on a pillow

$12.97

Turn the control knob and watch as she moves her head and wriggles. She'll cry, too, until she's picked up and cuddled. With Saran hair that can be washed, combed and set, and vinyl arms and legs, cloth body. Has a ruffled pillow, wears a cute pajama set. 20 in. long.

Shpg. wt. 3 lbs. 12 oz.
49 N 3122. . . . . $12.97

Baby Snoozie

$8.93

14-inch sleepyhead will open, close her eyes, squirm, move her head and cry when control knob is turned. Vinyl limbs, cloth body, Saran hair. Wt. 1 lb. 8 oz.
49 N 3040. . . . $8.93

Hug me, I coo . . pinch me, I cry . . I'm Miss Peep

$5.99

She's so soft and cuddly, and she makes baby sounds when you hug her body and arms. Miss Peep looks like a lovable newborn baby. She's made of vinyl, filled with soft cotton and foam, and she can be bathed. Just like a real baby, she's dressed in an infant kimono, diaper and booties, and she has a big, soft, fluffy receiving blanket to wrap her in. 18 inches tall.

49 N 3066 Shipping weight 3 pounds, 2 ounces . . . $5.99

Sleepy twins from Italy

$6.99 each

Annetta and Felicino, exquisitely detailed darlings 11½ inches high, are made of vinyl, fully jointed. Both have rooted hair for you to comb and brush, carry real candles. With bright go-to-sleep eyes.

49 N 3489—Girl in nightie, lacy cap. Wt. 1 lb. 8 oz. $6.99
49 N 3488—Boy in pajamas, knit cap. Wt. 1 lb. 8 oz. 6.99
49 N 3487—Boy and Girl set. Shpg. wt. 3 lbs. Set 12.98

Lullabye Baby turns and snuggles cozily as music box plays

$3.99

Sleepy 12-inch baby is all vinyl, with curled-up fingers and toes that look so natural. As the tinkling music box inside her plays soothing "Brahms Lullaby," she stretches and turns with life-like movements. She has molded hair, is dressed in an adorable candy-striped cotton flannel sleeper, with matching night cap.

Shipping weight 1 lb. 4 oz.
49 N 3145. . . . . $3.99

Drowsy's all ready for bed . . just pull her Chatty ring and she'll talk with you

$4.83

Soft 'n cuddly in pink print pajamas, with plastic head, sleepy painted eyes, rooted hair. Pull the Chatty ring . . she may ask for a goodnight kiss or another drink of water . . she says 11 different things. 15 inches tall.

49 N 3164—Shpg. wt. 1 lb. 8 oz. $4.83

Sears has

Our pink and pretty doll family . . includes two Big Sisters and Baby

$14.99

Three charming dolls in a group that will capture any girl's heart. Big sister Gumdrop, 16 inches tall and little sister Candy 11 inches tall, wear pink-and-white checked flannel nighties with matching panties, white slippers. 8-inch Babykin has a checked flannel nighty and diaper. Babykin is a drink-and-wet doll with a feeding bottle, nipple. In a 19x7x9-in. high white wire frame cradle with bow-trimmed dotted nylon ruffled skirt and lining, matching hood cover. Polished cotton mattress, pillow lace-trimmed
79 N 3178C—Shpg. wt. 4 lbs. Set $14.99

Snuggles up to you . . Cries "Mommy, Mommy" Snugglebun

$7.95 without batteries

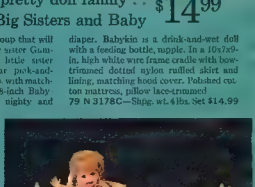
So appealing in her 2-piece pajamas you'll hug her . . when you do she'll snuggle up to you. Give her a little squeeze, her head moves, she cries "Mommy, Mommy." Night table has 10-in. lamp, make-believe bottle warmer, "magic" bottle. Plastic. 16 inches tall. Order 2 "D" batteries. Wt. 2 lbs. 6 oz.
49 N 3183 $7.95

"D" Battery. Wt. ea. 4 oz.
49 N 4660—Ea. 16c; 4/60c

Gia . . in knit PJ's

$4.99

Captivating 12-inch doll has long-lashed open-and-shut eyes, a rooted pixie hair-do, and curled up toes. In pink knit pajamas white pom-pon cap. Vinyl. From Italy. Shpg. wt. 1 lb.
49 N 3193 $4.99

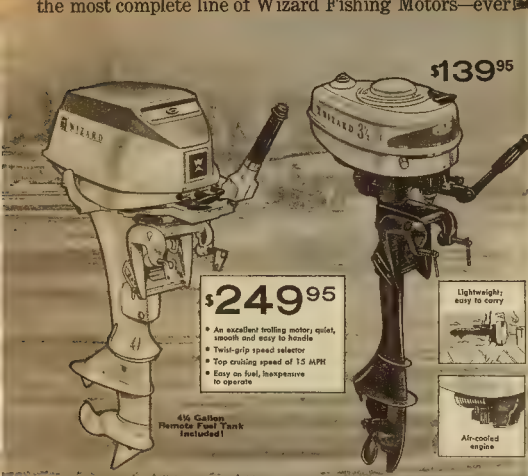


Happy and Nappy in their bunk beds

$5.99 set

Smiling Happy with go-to-sleep eyes and sleepy Nappy. 10-inch dolls with rooted hair you can comb, vinyl heads cotton-stuffed bodies. Dressed in lace-trimmed checked flannel nighties and diapers. They sleep in pretty white plastic beds that can be stacked or separated, have ladder, lace-trimmed ra ons blankets and pillows. Beds are 14x12x7 inches high, are unassembled.
49 N 3185 -Shipping weight 2 lbs. 8 oz. $5.99

the most complete line of Wizard Fishing Motors—ever!


WIZARD
Wizard 3½
$139.95
$249.95
• An excellent trolling motor; quiet, smooth and easy to handle
• Twist-grip speed selector
• Top cruising speed of 15 MPH
• Easy on fuel, inexpensive to operate
4½ Gallon Remote Fuel Tank Included!
Lightweight; easy to carry
Air-cooled engine

Remember—the price you see at W.A. is the price you pay!

Select the outboard you need and phone your order to your W.A. man—he'll be glad to help you.

6 HP Wizard Outboard Motor. Starts easily, trolls smoothly, quietly, steadily . . . even at slowest speeds. Yet it purrs along at speeds up to 15 MPH effortlessly. Pull gearshift with forward, neutral, reverse. Low-level rewind starter gets you going on the first pull. Has a soundproofed fiberglass hood and neoprene rubber mounts for quiet, vibration-free operation. Twist-grip speed selector puts controls at your fingertips. Lightweight aluminum castings, protected from salt water corrosion. A practical, dependable motor.

3½ HP Wizard Outboard Motor. Ideal for an accessory motor and gives great performance on its own . . . in fact up to 10 MPH. Lightweight—easy to tow or stow. Hook up this little 29 lb. package of help and it will snap into action with the first light pull. Precision built air-cooled engine lets you glide through icy waters, sandy shallows without worrying about damage . . . won't freeze or clog. Salt water can't harm it. And it has a moisture-proof magneto ignition with automatic rewind starter. Tops in fuel economy, tops in performance.

COMPLETE MOTOR SPECIFICATIONS IN TABLE

Catalog No.	Rated HP @ RPM	No. Cyl.	Piston Displ. cu. in.	Bore and Stroke in.	Gear Ratio	Prop diam., Pitch in inches	Net wt. Lbs.	Fuel Cap.	Approx. Speed MPH	Engine Cooling	Type Reverse	Price
2GC6506	6 @4500	2	10.6	2 x1 15/16	14.24	7.5x7	55	4¼ gal.	to 15	Water pump	Full gearshift	$249.95
2GC6503	3½@4500	1	5.18	2 5/16 x2 5/16	14.21	7.5x4.5	29	5 pts.	to 10	Air cooled	360° pivot	139.95

1 Wizard Electric Troller. The ideal fishing motor for easing into a quiet base-filled cove. Ten-speed electric motor makes no more noise than a spinning reel. Operated on a standard 12 volt car battery, this electric troller will creep along at 1¾ to 3 MPH . . . without stalling or jerking. 7 motor positions and either fixed or 360° pivotal steering. Won't overheat . . . it's water cooled. Metal weedless propeller gets you over the rough spots. Sealed motor is lubricated for life. Includes heavy-duty clamps, cables. Moisture-proof marine-type master toggle switch. Can be used safely in salt or fresh water.
2GC6951—Weighs less than 18 lbs. $79.88

2 "Phantom Bantam" Electric Fishing Motor. A tough, dependable little motor. Will propel a 16 ft. boat carrying 3 men and their gear, yet it weighs only 7½ lbs.! Operates on 6 or 12 volt battery. High and low speed selector with finger-tip control. Pull 360° steering. Adjustable tilt bracket. 10 in. steering handle. Power unit never needs lubrication.
2GC6305. . . . . $39.88

3 Quick-Acting Bilge Pump. No wasted motion, no priming. 7 strokes per gal. Steel; electrogalvanized, plated against rust, corrosion. Paroid plunger, snap-action valve, non-clog foot strainer. 24 in. plastic hose, ¾ in. diam.; unit 26 in. long, 1½ in. diam., 22½ in. stroke.
2G4600—At W.A. . . . $3.98

Remote Control Components at W.A. Whatever your boat style, enjoy more comfort and convenience with "up front" operation. Choose from W.A.'s assortment of components listed here and on facing page.

4 Ignition Shorting Switch Kit. For 1965 20 HP model.
2GX2270—W.A. priced, only . . . $3.25

5 Remote Control Adaptation Kit. For 1965 6-9 HP models.
2GX3265—At W.A. $6.95

6 Pressurized Dry Chemical Fire Extinguisher. For gas, oil, grease, electrical fires; use at home, in boats, cars, trucks. Fast 1-hand operation. Easy to carry and use. Non-toxic. Rechargeable. Quality you can trust. Large capacity.
2GC5400—Red steel cylinder $10.95

7 Complete Recharge Kit. Economical way to recharge extinguisher anywhere, anytime. Has illustrated instructions.
2GC5410—W.A. priced only . . . $2.29

8-9 Special Purpose Replacement Props for new Wizard 20 HP outboard. Top-performing. Precision machined pitch.
(8) 2GX5500—2 blade prop for 12-15ft. fast runabouts, stock boat racing. Designed only for Wizard 20 HP. Bronze metal, diam. 8½ in., pitch 11 in $16.50
(9) 2GX5501—3 blade prop for skiing, cruising, trolling. Perfect for average family boat to Wizard 20 HP motor. Bronze metal, diam. 8¼ in., pitch 7½ in. $16.50

WIZARD
WIZARD
Wizard Outboard Motor Warranty
Guaranteed against defects in workmanship and material for 2 years from date of original purchase. Any defective parts will be repaired or replaced free.
Motor must first be returned to a Western Auto Store or authorized service company for repair
Warranty does not include accidental damage, bent propellers, or damage resulting from improper lubricants or using for racing.
$399.95
• 20 HP motor churns along at 34 MPH, speed when you want it, power when you need it!
• Acoustical leg chamber seals noise inside, muzzles engine volume to a soft purr!
• Neoprene suspension and fiberglass cover eliminate annoying jolts and noise!
• Thrifty! Runs on 50 to 1 gas-oil ratio!
• Waterproof ignition system means quick, dependable starts in any weather!
4½ Gallon Remote Fuel Tank Included!
$299.95
4½ Gallon Remote Fuel Tank Included!
Low-level rewind starter
Automatic reverse tilt-lock
Full gearshift at your fingertips
Instant twist-grip speed selector

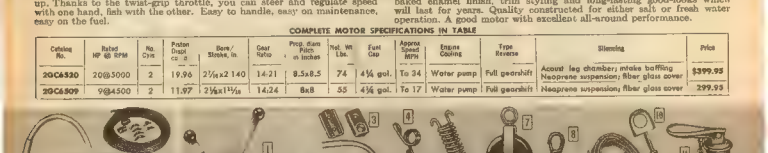
The price you see at Western Auto is the price you pay . . . and satisfaction is guaranteed or your money back

20 HP Wizard Outboard Motor. An excellent fishing motor when the fish are hitting on the other side of the big lake. This motor gives you the power and the speed to get there in a hurry . . . and the quiet, smooth trolling performance you need when you get there. A lightweight, easily portable power-package of basically die-cast aluminum construction with eye-pleasing modern styling. It's specially designed and tooled for both fresh and salt water operation. Positive displacement water pump cooling system and waterproof ignition give you carefree boating in any weather. Full gearshift with reverse tilt-lock prevents engine tip-up. Thanks to the twist-grip throttle, you can steer and regulate speed with one hand, fish with the other. Easy to handle, easy on maintenance, easy on the fuel.

9 HP Wizard Outboard Motor. This compact model is easy to carry, easy to stow . . . Takes less space in your car trunk than your spare tire. It's light, well-balanced and powerful. Digs in for speed when you want it . . . throttles down to a snail's pace for smooth, steady trolling. New low-level automatic rewind starter assures quick, sure starts. Full gearshift, automatic tilt-lock, underwater exhaust, sound-muffling fiberglass cover and vibration-deadening neoprene rubber mounts . . . all the latest features to give you trouble-free fishing pleasure. Twist-grip speed control permits convenient one-hand boat control. Beautiful baked enamel finish, trim styling and long-lasting gold-looks which will last for years. Quality constructed for either salt or fresh water operation. A good motor with excellent all-around performance.

COMPLETE MOTOR SPECIFICATIONS IN TABLE

Catalog No.	Rated HP @ RPM	No. Cyls.	Piston Displ. cu. in.	Bore / Stroke, in.	Gear Ratio	Prop. diam. Pitch in inches	Net. Wt. Lbs.	Fuel Tank Cap.	Engine Cooling	Type Reverse	Approx. Speed MPH	Silencing	Price
2GC6320	20@5000	2	19.96	2⅛x2 140	14.21	8.5x8.5	74	4¼ gal.	To 34	Water pump	Full gearshift	Acoust ical chamber; intake baffling Neoprene suspension; fiber glass cover	$399.95
2GC6309	9@4500	2	11.97	2⅛x1¹³/₁₆	14.24	8x8	55	4¼ gal.	To 17	Water pump	Full gearshift	Neoprene suspension; fiber glass cover	299.95



Order your fishing boat accessories today and do it the easy way—phone your W. A. man and save money at Western Auto

Wizard Outboard Steering Wheel Kit adds ease to cruising . . . class to any boat. Handsome wheel, sturdy reinforced steel core, grooved grip. Under dash mounting, nylon bearings; level-wind grooved drum; polished aluminum mounting bracket. Steel parts plated against salt water corrosion. Includes clamps, pulleys, straps, guides, springs, 37 ft. cable. Easy to install. 2GC3505 **$15.95**

[1] **Dual Lever Remote Control Box.** For single, dual 6 to 20 HP. 2GX3225- Right/left hand mount **$14.96**

[2] **Control Cables.** Rust-resistant.
2GX3251—7 ft. . . . . Pr. **$15.50**
2GX3252 8 ft. . . . . Pr. **16.50**
2GX3253 9 ft. . . . . Pr. **17.50**
2GX3254—10 ft. . . . . Pr. **18.50**
2GX3255—11 ft. . . . . Pr. **19.50**
2GX3256—12 ft. . . . . Pr. **20.50**

Measure from mount to transom, then to center of transom Add 1 ft. Order nearest footage from your Western Auto Store.

[3] **Tiller Rope Clamp.** Grooved. 2G3620—Holds securely **49c**

[4] **Tiller Rope Guide.** Chromed steel. 2G3619—¾ in. diam. rope . . **10c**

[5] **Remote Tiller Bracket.** Chromed. 2GX3260—For all 1965 Wizard models from Western Auto **$1.95**

[6] **Steel Spring Tightener.** Keeps steering rope tight, snarl free. 2G3521 Pair . . . . . **.50c**

[7] **Swivel-Eye Block.** Stainless steel. 2½ in. diam. nylon sheave, 2G3648—For rope to ¼ in. . . . . **.85c**

[8] **Snap Pulley.** 2 in. groove-to-groove. 2½ in. overall diam. 2G3661—Manganese bronze . . . **$1.95**

[9] **Plastic Coated Outboard Tiller Rope.** 920 lb. test stranded steel. 2G3625—25 ft. coil, 1/4 in. diam **$1.89**

[10] **Bow Ring.** Takes to ½ in. diam. rope. 3 in. stainless steel stud; chromed eye. 2G6500 . . . . . **$1.35**

[11] **Transom Drain Plug.** 2 in brass tube, 1 in. diam Rubber plug. 2GXB529—For wood or metal boats **$1.25**

Cannon Shot Jump

by Marx

- Racers "roar" with power sound
- Stick shift controls
- Exciting banked curves
- Authentic 1/32 scale, cars 5½ in. long

$16.88

Pit the Maserati against a sleek Ferrari . . hold your breath while each takes to the air through the thrilling Cannon Shot Jump. Hear engines thunder as they speed around banked curves. See them battle it out at the criss-cross. Then watch them tangle for the lead on the straightaway.

Includes 20 sections of track, 8 fences, 4 walls for banked curves. 18-volt power pack with rheostat controls, trestle set and even a set of 8 wall pennants. Lap average more than 17 feet; track measures 32x91 inches.

79 N 9502C—Shipping weight 11 pounds.....$16.88

No Money Down on anything Sears sells

Loop-The-Loop

by Lionel

Spin around the loop, take the banked curve, use your Touch-a-matic control to pilot a D-Jaguar or Ferrari around this most challenging course . . all in ½ scale

$19.88

Watch a D-Jaguar test the mettle of the Le Mans winning Ferrari. You guide the 5½ inch long racers with hand-held controls at speeds up to 275 scale mph. Push-button controllers equipped with an mph gauge which lets you see how fast the cars are rolling. An automatic lap counter on track records number of laps. Includes a flag and flag pole set, 8 guard rails, 20 track sections and 88 rail clips. You get a trestle set, banking pier set, 12 curved track . . plastic with metal conductors. Power pack. Track measures 45x85 inches. Course 17½ feet of racing thrills.

49 N 9524C—Shipping weight 11 pounds.....$19.88

Both Chevys feature front wheel assemblies that turn for fast cornering

Not one, but two hills add zest to this

Double Hill Racing Set

by Marx

Modified Chevys carry over-sized engines . . exciting motor sound . . authentic 1/32 scale cars 5½ in. long

$24.95

Roaring engine sounds make the race track-side exciting. See two hot-to-go Chevys, one a convertible, the other a stick roadster, compete for honors. Four extra-long straight tracks make a raised straightaway; curved track and double hill obstacle mark this course as a real challenge. A dozen fence sections help make it a "safe" track. Cars roll on ALLSTATE Guardsman tires and are powered by an 18 volt power pack. Track measures a big 43x100 inches. Average lap 20 feet.

79 N 9503C—Shipping weight 10 pounds.. . . . ..$24.95

Note: All items on both pages UL listed, operate on 110-120 v., 60-c. AC

1/32 scale Road Race Accessories

Cars. Plastic and metal, rubber tires. About 6 in.

(1) 49N9936—**Lotus Ford.** Wt. 9 oz. $3.97

(2) 49N9939—**Willard Battery.** Wt. 8 oz. 3.97

3 **Ferrari.** Makes motor noise as it races.
49 N 9938—Shipping weight 9 oz. $3.99

4 **Maserati.** Makes motor noises as it races.
49 N 9937—Shipping weight 9 oz. $3.99

5 **Ferrari GT.** Headlights. Both front wheels turn.
49 N 9943—Shipping weight 8 oz. $4.69

6 **Maserati.** Headlights. Both front wheels turn.
49 N 9942—Shipping weight 8 oz. $4.69

7 **Hot Rod.** Motor noise. Both front wheels turn.
49 N 9940—Shipping weight 9 oz. $4.97

Track and Accessories. Plastic and metal.

8 **Curved Track.** 45°, 14½-in. radius. Pkg. of 2.
49 N 9913—Shpg. wt. 12 oz. . . . Pkg. $1.39

9 **Straight Track.** 7½ inches long. Pkg. of 2.
49 N 9910—Shpg. wt. 8 oz. . . . . Pkg. $1.19

10 **LeMans Start Set.** Angle onto 15-in. section.
49 N 9931—Shipping weight 12 oz. . . $3.69

11 **Lane Changer Track.** 14½ in. long. Pkg. of 2.
49 N 9916—Shipping wt. 10 oz. . . Pkg. $2.47

12 **Crossover Track.** 4-way intersection.
49 N 9941—Shipping weight 6 oz. 98c

13 **Lap Counter Track.** 7½ inches long. Pkg. of 2.
49 N 9914—Shipping weight 7 oz. . . . $1.69

14 **Jump Track.** 15 inches long . . in 2 sections.
49 N 9934—Shipping weight 1 lb. . . . $1.98

15 **Mountain Track.** Treacherous twin-hump pass.
49 N 9945—Shipping weight 1 lb. . . . $2.29

Car Repair Kit (not shown). Includes four tires, extra pins, springs to keep cars racing.
49 N 7633—For (1) (2) (3) (4). Wt. 3 oz. $1.19
49 N 7630—For (5) (6) (7). Wt. 3 oz. . . . 1.19

Save this catalog . . you can order toys on pages 441 to 673 until September 1, 1966

HO scale Road Race Parts

Cars. Detailed plastic, metal. 2½ in. long.

16 **Sting Ray.** A true U.S. sports car.
49 N 9951—Shipping weight 2 oz. $3.77

17 **Jaguar XK-E.** One of Europe's sharpest.
49 N 9962—Shipping weight 2 oz. $3.77

18 **Thunderbird.** Really opens up on track.
49 N 9950—Shipping weight 2 oz. $3.77

Track and Accessories. Black plastic, metal.

19 **90° Curved Track.** Package of 2
49N9948-Shipping wt. 12 oz. Pkg. $1.69

20 **Straight Track.** 8¾ in. long. Pkg. of 2.
49N9944-Shipping wt. 4 oz. Pkg. 98c

21 **Lane Changer Track.** 7½ in. long Pkg. of 2
49 N 9958-Shpg. wt. 6 oz. Pkg. $2.79

22 **2-lane Lap Counter.** Records 10 laps each car. Shpg wt 4 oz.
49 N 9959 .Each $1.59

Repair Kit (not shown). 10 clips, 4 tires, pick-up shoes. 2 pins, screws, Lubricant. Wt 3 oz.
49 N 7631. . . . . Kit 99c

Power Accessories for 1/32 or HO scale

23 **Power Pack.** 18-v. DC 110-120-v. 60-c. AC. *UL* listed. Includes circuit breaker. Wt. 1 lb. 8 oz.
49N9963 Each $4.98

24 **Stick-shift Control** . . 6 in. long Wt. 4 oz.
49N9932 Each $1.98

Barbie & Ken
Midge & Allan

For information about the complete selection of attractive outfits for Barbie, Midge, Ken and Allan, contact your Western Auto store

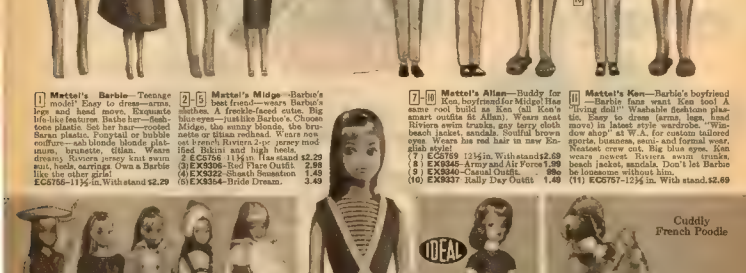
6 Barbie's 3 Glamour Wigs, 3 Wig Stands, Sculptured Head. Change Barbie (or Midge) hair color and style to fit their costumes! 3 high-style wigs—blonde bubble-on-bubble, brunette page boy, titian side-part flip. Play beauty parlor. EC9300—Set..... $3.19

1 Mattel's Barbie—Teenage model! Easy to dress—arms, legs and head move. Exquisite life-like features. Bathe her—feels tone plastic. Set her hair—rooted Saran plastic. Ponytail or bubble coiffure—ash blonde blonde platinum, brunette, titian. Wears dreamy Riviera jersey knit swim suit, heels, earrings. Own a Barbie like the other girls!
EC5756—11½-in. With stand $2.29

2-5 Mattel's Midge—Barbie's best friend—wears Barbie's clothes. A freckle-faced cutie. Big blue eyes—just like Barbie's. Chosen Midge, the sunny blonde, the brunette or titian redhead. Wears rose coat French Riviera 2-pc. jersey modified Bikini and high heels.
2 EC5756 11½-in. Has stand $2.29
(3) EX9306—Red Plaid Outfit. 2.98
(4) EX9322—Sheath Sensation 1.49
(5) EX9364—Bride Dream. 3.49

7-10 Mattel's Allan—Buddy for Ken, boyfriend for Midge! Has same cool build as Ken (all Ken's smart outfits fit Allan). Wears neat Riviera swim trunks, gay terry cloth beach jacket, sandals. Soulful brown eyes. Wears his red hair in new English style!
(7) EC5759 12½-in. With stand $2.69
(8) EX9345—Army and Air Force 1.98
(9) EX9340—Casual Outfit. .98c
(10) EX9337 Rally Day Outfit 1.49

11 Mattel's Ken—Barbie's boyfriend —Barbie fans want Ken too! A "living doll!" Washable flesh-tone plastic. Easy to dress (arms, legs, head move) in latest style wardrobe. "Window shop" at W.A. for custom tailored sports, business, semi- and formal wear. Neatest crew cut. Big blue eyes. Ken wears newest Riviera swim trunks, beach jacket, sandals. Don't let Barbie be lonesome without him.
(11) EC5757—12¾-in. With stand. $2.69



12 15 Mattel's Skipper, Smaller than big sister Barbie—13½-in. tall, has hair you'll adore! Wide wardrobe. Brush her long rooted hair (choose from blonde brunette or titian). Wash her—feel tone plastic. Arms, legs, head move. Wears dreamy Super Riviera swim suit, slippers headband.
(12) EC5760—13½-in. Stand, brush, comb $2.29
(13) EX9411—Red Sensation Outfit 1.49
14, EX9412—Silk 'n Fancy Outfit 1.49
15 EX9417—School Days Outfit 2.49
(16) EX9418—Skating Fun Outfit 2.49
(17) EX9419—Dreamtime Outfit 2.48

18 Tammy Doll, Ideal's teenage doll. Charmer in her Bermuda shorts ensemble. You can wash her—she's all plastic. You can comb her lovely curly hair. Pose her—her arms and legs move. Isn't she a big, beautiful doll! Prizes for her outfits are below.
(18) EC5762—12 in. tall..... $2.29

Complete Tammy Outfits
(not shown)
EX9365—Budget Outfits. Ea.... $2.00
EX9366—Popular Outfits. Ea.... 2.50
EX9367—Bi-fashion Outfits. Ea.. 3.00

19 Cuddly French Poodle

20 Lucky Wish-Nik Troll

The New Skipper Doll . . .
Now Barbie has a little sister

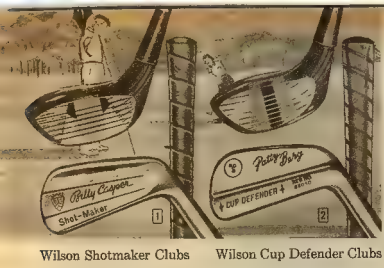
NEW!
Skipper
Barbie's little sister! Has her own dreamy wardrobe!

Meet Tammy . . .
A lovable Teen-age Doll

A Poodle Pal . . .
A Troll for Luck

19 14 in. French Poodle. So cuddly—ooh-la-la! Softest "fur"—real Poodle cut. Even gold fringed eyelashes. Pompon nose. Flat pile plush. Satin bow. From big selection of smart, exciting colors.
EC5805..... $1.99

20 Wish-Nik Troll will bring you luck! Stand, hang, pin 'em up! Comb braid hair. Pop eyes, big ears wild and wooly hair. A conversation piece. He'll make you and your friends laugh! Cute gift.
EC6700—2¾-in. body. Colors 93c



Wilson Shotmaker Clubs

1 **"Billy Casper" Clubs.** Latest precision power-designed clubs. Woods have Strata-bloc heads, cherry finish; white, scarlet, black fiber face insert, Clima-Gard seals out moisture. Irons weighted for maximum power. All clubs: rich brown, black calfskin "Reminder" grips. Aer-Flo shafts; matched. Right hand.

GX2811 2 woods (1-3) 43 in. $32.25
GX2810—3 woods (1-3-4) 43 in. 48.35
GX2815—5 irons (5-7-9-putter) 58.00
GX2815—8 irons (2-3-4-5-6-7-8-9) 88.00
GX2819—Putter. 11.00

Wilson Cup Defender Clubs

2 **"Patty Berg" Clubs.** Perfectly balanced clubs will help any woman play a better game. Woods feature Strata-bloc heads, light mahogany finish; 2-color Keystone insert; sturdy sole plate. Irons have chromed sandblasted faces, straight line scoring. All clubs in rich chocolate brown, black calfskin; Reminder grips; Aer-Flo shafts; matched. Right hand. Specially designed clubs are more fun and great aid to better golf game.

GX2840—2 woods (1-3) 41¾ in. . $26.50
GX2845—5 irons (3-5-7-9-putter). 43.60

Complete selection of Golf Accessories from W.A.

8 **Golf Cart.** Gold Crest value. Sturdy fold-away seat; 12 in. ball bearing wheels; covered bag brackets. Wheels parallel when folded.
GX2931—Adjustable handle. . . . $16.45

9 **Golf Cart.** Folds to carry in car trunk. Perfectly balanced; requires less pull. 4-way adjustable bag brackets; puncture-proof tires; rustproof tubular frame. Durable.
GX2930—Custom model. 10 in. wheels $8.95

10 **Golf Shoes.** Sueded cowhide. Water repellent "Scotchgard" treated. Olive green, moccasin style. Crepe rubber sole, replaceable spikes.
GX2980—Size 7; GX2981—Size 7½;
GX2982—Size 8; GX2983—Size 8½;
GX2984—Size 9; GX2985—Size 9½;
GX2986—Size 10; GX2987—Size 10½;
GX2988—Size 11. . . . . Pair $9.95

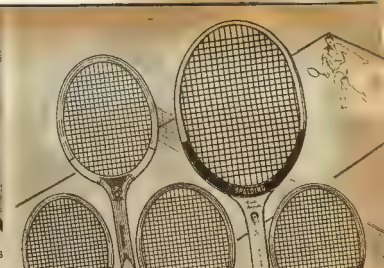
11-12-13 **Wilson Golf Balls.** Tough; the cover resists cuts, scuffs. Stays white longer. Select the ball that fits your game.
(11) GX2945—Walker Cup; rubber center . . . each, 75¢; 3 for. $2.25
(12) GX2946—Sarazen Squire; extra durable . . . each $1.00; 3 for . . . $2.85
(13) GX2947—K-28 hi-comp, liquid center . . . each $1.25; 3 for. $3.75

14 **Hardwood Tees.** Extra-long so you can tee ball high or low.
GX2960—Assort. colors. Bag of 50. 39¢

15 **Fitch's Chip Practice Set.**
GX2965—Rubber mat; 4 balls $1.19

16 **Practice Balls.** Plastic
GX2935—Bag of 24 . . . . . 65¢

17 **Stretch Golf Glove.** Custom made of fine leather palm and back. Perforated, elastic wrist. Left hand.
GX2970—Mens. $2.89



Western Auto offers you top-quality Tennis Rackets of "Championship" feel to help you win matches

3 **"Supreme" Tennis Racket.** Sturdy 5-ply laminated ash frame. Blue and white twisted nylon strings. Blue and white shoulders and trim. Black rubberized grip. An ideal racket for the beginner.
GC2500—Your price at W.A. . . $3.65

4 **"Autograph" Tennis Racket.** A perfect racket for the economy minded beginner. Laminated frame strung with monofilament nylon. Leather grip. Beautiful natural and brown wood with white trim.
GC2499—At your W.A. store. $1.95

5 **Spalding Award Tennis Racket.** Rugged 7-ply frame of birch and fiber laminations, rounded shoulder overlays. Two color spiral nylon strings. Decorated shaft with natural throat.
GC2506—Wound leather grip. . . . $5.45

6 **Spalding "Pancho" Gonzales Signature Tennis Racket.** Our very best racket! Laminated ash with beech shoulder overlays for extra strength. Multi-filament nylon strings. Perfectly balanced. Wound leather non-slip grip.
GC2512 . . . . . $10.85

7 **Spalding "Pancho" Gonzales Prize Cup Tennis Racket.** Styled with white gold-fluted shaft. 7-ply birch, fiber frames, full-shoulder overlays. Nylon strings. Non-slip leather grip.
GC2509—Economical, too $7.75

Tennis Balls for top games . . . Press for top protection

18 **Wilson Championship Tennis Ball.** Approved U.S. International and Professional Lawn Tennis Associations. Dacron-nylon-wool cover for best wear. Rubber core.
GC2559—Can of 3 . . . . . $2.65

19 **Wilson "Match Point" Tennis Ball.** Hard-wearing felt cover . . . more bounce, longer wear. In pressure-sealed can.
GC2561—Can of 3. . . . . $1.95

20 **Crescent Tennis Ball.** Wool and nylon cover. Heavy nap. Excellent for hard courts. Pressure packed in metal can.
GC2662—Can of 3. . . . . $1.69

21 **Tennis Racket Press.** Smooth-sanded hardwood. 4 adjusting wing nuts with spring tension.
GC2560—Fits all rackets. . . . $1.10

Little League to the Majors . . .

At W.A. you'll find the perfect glove

- **for the Semi-professional**
- **for the Little League All Star**
- **for the Sand Lot Slugger**
- **for the Kindergarten Rookie**

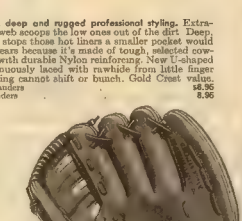
Ordering your baseball needs at W. A. is as easy as a phone call. Make a list—then call your W. A. man . . . he'll help you with everything and give you guaranteed satisfaction or your money back.

Revelation® Fielder's Glove $8.95

This glove has wide, deep and rugged professional styling. Extra-wide, three-section web scoops the low ones out of the dirt. Deep, well-greased pocket stops those hot liners a smaller pocket would miss. It'll last for years because it's made of tough, selected cowhide, fully stitched with durable Nylon reinforcing. New U-shaped heel. Palm is continuously laced with rawhide from little finger to thumb . . padding cannot shift or bunch. Gold Crest value.

GC1272—For right handers $8.95
GC1273—For left handers 8.95

Revelation® Fielder's Glove $7.75

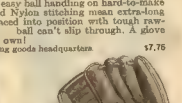


Those difficult one-hand catches are a snap with the wide "Spider Web" trap on this extra-large glove. A deep hand-formed pocket and "Flex Action" heel assure easy ball handling on hard-to-make plays. Top grain steerhide and Nylon stitching mean extra-long years of service. Padding is laced into position with tough rawhide. Cross-laced finger-tips . . ball can't slip through. A glove any player would be proud to own!

GC1258—Make W.A. your sporting goods headquarters $7.75

Medium-size Fielder's Glove. Good quality cowhide, fully pigskin-lined. Solid web securely anchored to Deep Set pocket. Rolled leather binding.

GC1229—Shop W.A. $3.39



Junior-size Fielder's Glove. Nice shape, good pocket . . . Ideal for your 5 or 6 year old's first glove. Good leather finger-tip, palm and thumb lacing. Palm and front of fingers leather-lined.

GC1225—Call W.A. today . . . $2.69

Revelation® "Curt Simmons" Fielder's Glove with Double Web

1 **A custom built glove for fielders and pitchers** who want a long-fingered glove to give them extra reach. New "Super-Lock" double web snaps around ball on contact. Extra long palm and fingers provide a deep scoop pocket. Palm, pocket and finger lacings plus vertical palm laces are tight rawhide . . . padding stays in place. Thumb and little finger loops give good grip . . . perfect glove and ball control.

GC1274 . . . . . $9.95

Revelation® "Bobby Shantz" Fielder's Glove with Split Web Trap

2 **Pro-size "Sure-Hold" pocket** with the flex-hinge palm gives you more sure-handed action on the field. The two-section split web trap and spiral-laced reinforcement won't let the "hot ones" slip through. High-quality, flat padding is laced down permanently in position. Sturdy rawhide lacing on fingers, thumb, palm. Adjustable wrist loop for snug fit. Made of select cowhide tanned in rich brown color.

GC1263—For right handers . . $5.75
GC1264—For left handers . . 5.75

Revelation® Fielder's glove with Two-piece Web Trap

3 **A deep, pre-shaped pocket** and a sturdy, two-piece web trap with its spiral laced top insures easy handling of even the most hard-hit balls. This large-size glove is made of fine, full-grained cowhide and is stitched with strong Nylon thread to provide you with years of dependable good play. V-Hinge makes break-in quick and easy. Heel, finger-tips and padding are tightly laced with sturdy rawhide. Latest "U" shaped heel.

GC1256—Shop W.A. and save . $5.95

Regent Fielder's Glove with Split Web Trap

4 **You can turn a sure Base-Hit into an Out** with the "snare action" of this full size glove. The big, pre-shaped pocket and the extra-wide "Split Web" trap permit you to reach those arm's-length liners and pull 'em in! Made of good quality leather with leather lacings throughout . . . even the web trap is spiral-reinforced with tough leather lacing. The padding is held firmly in place with thumb and finger lacings.

GC1235—For right handers . . $4.95
GC1236—For left handers . . .

Daisy

Hours of playing fun with W.A. rifles, pistols, and caps

1 Daisy 51 Scope Smoker. Shoots a captive cork with a pop, a shower of sparks and a puff of smoke. Steel barrel and brown molded stock. Features break cocking action. Receiver has attached scope. Safe, harmless fun.
EC6337—21 inches long.. . . . . 97c

2 Radet Trainer Rifle. Perfect for soldiers from 6 to 14 years. Regulation "Kadets of America Rifle." Walnut finished wood stock. Operating bolt-action, trigger and stacking swivel. Detachable rubber bayonet.
EC6326—37½ inches long with bayonet..$2.97

3 Western Double Holster. Two 50-shot pistols are rugged and handsomely designed. Set includes 2 leather holsters decorated with bright Western conchas, jewels; 6 silvery bullets in plastic clip; belt.
EC6310—Embossed belt fits all sizes. $1.53
EC6057 Perforated Roll Caps. (Not shown) Five 50-shot rolls. Per box. 8c
EC6055—Jet Roll Caps. (Not shown) 20 rolls of 50 sure-firing caps. Only 10c
EC6089 Greenie Stik-M-Caps. (Not shown) For Mattel "Shooting Shell". Box. 10c

$22.88

Live-Action Commando Walkie-Talkie

- 2 complete units—batteries included
- 3 transistors
- No license required

4 Now you can keep in close contact with friendly commando units by using the exciting Commando Walkie-Talkie. Battery-powered and wired with 3 transistors, this VHF transmitter-receiver is the real thing! Operates on the Citizen's Band using a frequency of 27.065 megacycles . . . but no license is required! Easy to operate . . . press to talk, release to listen. Durable plastic case has military motif and is built to withstand the rugged needs of "commandos." Set includes 2 complete units, each with a transmitter-receiver; retractable antennas, and two 9 volt batteries. Order at today from Western Auto, where you satisfaction is guaranteed or your money back.
EC6633—Set . . **$22.88**

8 Polythylene Horse and Wagon on wheels. Horse: 21 in. long, 18 in. high Wagon 17 in. long, 13½ in high. Colorful.
EC7403 . . . . . **$4.77**

Realistic Toy Trucks and Autos are yours at W.A.

5 Tonka Pick-Up Truck. Add this authentically designed all-purpose pick-up truck to your collection. Made of tough steel to withstand banging and dropping. Features snap-open tailgate, "glassed in" cab and rubber tires. 9¾ in. long, 3¾ in. high, 3⅝ in. wide.
EC7209. . . . . **$1.69**

6 Hubley Dump Truck. A valuable addition to any fleet of toy trucks. This brightly colored dump truck features a movable plastic dump. Chassis is made of durable die cast metal. Comes in assorted non-toxic colors. 7½ in. long. W.A. bargain.
EC8530. . . . . 88c

7 "Buddy L" Station Wagon and Camper. An authentic replica of the "Teepee Trailer." Hi-impact plastic tent, tufted bed, tent flaps. Station Wagon has whitewall, non-mar tires, complete interior, hinged end-gate, plaid grille, luxurious spring suspension.
EC7330. . . . . **$5.66**

9 Wonder-Shoo-Fly. Perfect fun and safe riding for babies six months and older. Durable plastic, sturdy plastic. Wood seat. Steel spring base. Play tray, beads, safety seat belt. 20 high x 17½ wide x 22 in. long.
EC7414 . . . . . **$10.66**

Satisfaction guaranteed or your money back at Western Auto

10 Wiffle Ball and Bat Set. Plastic ball with 32 in. bat.
EC8544—Ball and bat set.. 95c
EC8643—Wiffle Ball only . . 39c

11 Babe Ruth Ball and Bat Set. Top launcher device, plastic ball pops up for batting practice.
EC8522—Incl. plastic bat.. . 89c
EC8524—Mantle and Mays Bat and Ball Set. 3 balls, 1 bat . . . 88c

12 Sticky Mitt. Big league catches everytime! Plastic glove with 10 colorful vinyl suction cups.
EC8523—Incl 1 plastic ball 95c

13 Junior Horseshoe Set. 4 rugby horseshoes, 2 bases, 2 pegs.
EC8559—Fun for 4 players . . . 79c

14 Krokey. Soft, unbreakable plastic. 4 balls, mallets.
EC8547 –5 wickets, 2 stakes..$1.88

15 Golf Set. Includes 3 metal shaft golf clubs, 2 practice golf balls, 1 putting disc, golf cart with plastic golf bag on wheels.
EC8548—Overall height 38 in. $1.77

16 "Boom-A-Room" Deluxe Paddle Set. 2 paddles 1 Junior Tennis ball and 1 Badminton Surd. Fun for anyone, indoors or out!
EC8551 Unbreakable plastic.. 95c

17 Scoopa-Doopa Set. Two plastic baskets about ball up, catch it when it comes down With two balls.
EC8952 . . . . . 89c

18 Travel Game Kit. Includes 7 game cards, 3 coloring books, crayons, games slate. Carrying case.
EC8564. . . . . 99c

19 Delta Flash Camera Kit. This 7-piece camera kit includes: Delta camera with convenient eye-level viewer, flash attachment two flash batteries, two M2 flash bulbs, neckstrap and one roll of 127 film. Takes 12 exposures in either brilliant color or black and white. Print size is a big 2¼ x 2¾ in.
EC6241 . . . . . **$4.88**

Thrills and Excitement for the entire family!

$19.77

Aurora HO Road Racing Set

[1] **An exciting hobby for children or adults:** the Aurora HO Road Racing Set. Assemble this over-and-under layout on your living room floor and imagine yourself driving a Grand Prix race . . . Cars speed around banked turns, zip down the two-lane straightaways, narrowly avoid collison at two strategically placed squeeze tracks. *And you control the action:* the two speed controls allow you and your opponent to brake the cars and control them on curves; let you choose between forward or reverse; allow you to vary the speed according to your own race strategy. Automatic counter records the laps. Set comes with power pack and two lightning fast cars—Corvette Sting Ray and Jaguar XKE. Thrill to the excitement of HO road-racing in your own home. Even build replicas of Europe's famous roadways: Nuerburgring, Le Mans, Monza . . . Order extra track, intersections and curves from those listed below.
EC5026—Ask about W.A.'s Handy Charge. **$19.77**

[2-3] **Aurora Race Cars.** Designed especially for the famous Aurora Speedways, these tough, plastic models are scaled to perfect HO scale so the hobbyist can use all HO accessories in planning roadways. Operate on Aurora Power Pack, Model DC-1 or any 12-22 volt DC train power pack.

(2) **EX5293**—Hot Rod . . . **$2.98**
(3) **EX5291** Indianapolis Car **2.98**
Available in W. A. hot rod shown:
EX5294—Hot Rod Coupe. . **$2.98**
EX5287—T-Bird Roadster. . **2.98**
EX5286—Corvette Sting Ray **2.98**
EX5289—Buick Riviera. . . . **2.98**
EX5290—XKE Jaguar Coupe **2.98**

[4] **Ford Mustang Race Car.** Exciting "Model Motoring" car. Comes in convertible or hardtop in perfect HO scale. Operates on Aurora DC Power Pack, Model DC-1, or any 12-22 volt DC train power pack. Make W.A. your hobby headquarters.
EX5292. . . . . **$2.98**

[5-9] **Extra Track for Aurora HO Road Racing Set.** Expand your old layout or build a new one simply by ordering extra track from Western Auto's ample stock.
(5) **EX5270**—9 in. Straight Track. **49c**
(6) **EX5271**—9 in. Radius 45° Curve . . . **49c**
EX5272—9 in. Radius 90° Curve. **69c**
(7) **EX5274**—9 in. Junction Turnout . . . **$4.98**
(8) **EX5276**—90° Roadway Intersection. . . **2.49**
(9) **EX5276**—9 in. 2-Lane Crisscross. . . . **1.98**
EX5278—Automatic Lap Counter. **1.49**

[10] **King Kong Hobby Kit.** Build the ferocious King Kong, a giant gorilla with a grudge against men. A fascinating addition to your monster collection.
EX9711 . . . . . **$1.49**

[11] **Godzilla Hobby Kit.** The terrible Godzilla, a repulsive, overgrown prehistoric lizard. Build him as he stands on the ruins of a large city.
EX9712. . . . . **$1.49**

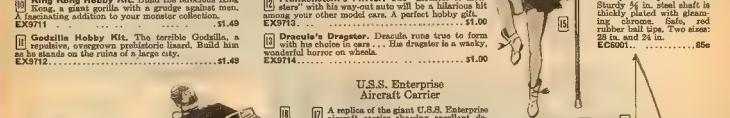
Build your own Monster! Laughable and zany Hobby Kits from W.A.

[12] **Frankenstein's Flivver.** The "monster of monsters" with his way-out auto will be a hilarious hit among your other model cars. A perfect hobby gift.
EX9713. . . . . **$1.00**

[13] **Dracula's Dragster.** Dracula runs true to form with his choice in cars . . . His dragster is a wacky, wonderful horror on wheels.
EX9714. . . . . **$1.00**

[14] **Mastar Pogo Stick.** Bouncin-fun! Adjustable spring tension for all weights. Self-lubricating for easy action. Strong, heavily-chromed tubesteel. Safety rubber foot pads and tip. Complete with hand grips, 41 in. overall length. Another W.A. fun feature at a low, economy price.
EC8409. . . . . **$8.66**

[15] **Super Baton.** Start practicing now to become the baton-twirling champion of your school. Sturdy ¾ in. steel shaft is thickly plated with gleaming chrome. Safe, red rubber ball tips. Two sizes: 28 in. and 24 in.
EC5001. . . . . **.85c**



U.S.S. Enterprise Aircraft Carrier

[17] A replica of the giant U.S.S. Enterprise aircraft carrier showing excellent details of the actual naval vessel. Made of unbreakable polyethylene and equipped with wheels so that it will easily "cruise" over floor or rug. Contrasting color combinations of red, blue, silver and white. Includes six jet planes. Model is 22 inches long. An entertaining, instructive toy.
EC8561. . . . . **.89c**

Battery Operated Cabin Cruiser

[18] Here's a way to really please and surprise the youngsters. This battery operated Cabin Cruiser with outboard motor really works! Can actually be steered right or left. Complete with lifelike figures of occupants. Durable high-impact plastic model is fully detailed. Uses 2 "C" type batteries (77-2811). White with blue trim. Model is 9½ inches long.
EC8650—Less batteries. **$1.99**

[16] **Blue Elk Archery Set.** An excellent gift for Junior Chiefs. Includes 36 in. black hickory bow with velour grip three 18 in. white rubber-tapped feather fletched arrows...maximum safety for playing fun. Arrows are striped in two colors. 14 in. target.
EC8404. . . . . **.87c**

Mix flesh-colored plastic in cauldron . . pour into skull mold . . let it harden to the perfect texture, then remove. Watch your favorite monster face shrink before your eyes.

Head Shrinkers Kit $2.99

Just like the witch doctors of old you mix "powdered flesh" and "petrifying potion" . . includes enough to shrink at least 12 heads. Also 3 mask molds, cauldron, mixing rod, brush, paints and bag of hair.
49 N 1769 – Shipping weight 2 pounds 8 ounces. . . . . . Kit $2.99

Mold and paint your own eerie monsters or battle-storming troops . . quick and easy

Emenee's Formex "7" Casting Sets $5.55

"Create" your own Dracula, Frankenstein, Mummy and others . . paint them in horrifying colors! Simple to do . . just heat magic Formex "7" in Dyna-Cast thermal unit (comes with regular light bulb) . . pour liquid in casting molds . . dip in cooling tank. Formex "7" is a non-toxic material that can be reused again and again. Paint set included. 110–120-volt, 60-cycle AC. UL listed.
79 N 1661C—Shipping weight 4 pounds. . . . . Set $5.55

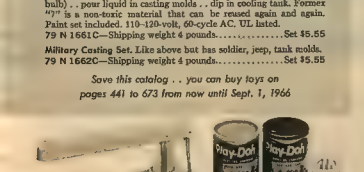
Military Casting Set. Like above but has soldier, jeep, tank molds.
79 N 1662C—Shipping weight 4 pounds. . . . . Set $5.55

Save this catalog . . you can buy toys on pages 441 to 673 from now until Sept. 1, 1966

That horrifyingly hilarious TV family

Munster's Casting Set $3.44

They're weird . . they're eerie . . they're lots of fun, too. Mold the whole Munster family and paint them wild. Just mix Castex "5" compound with water, pour into molds and let dry. Makes up to 25 fright-eningly funny figures with molds of Herman Munster, Lily, Eddie, Marilyn and Grandpa. Paints, brush included.
Shipping weight 4 lbs.
79 N 1734C. $3.44



Make blocks, logs, play pipes and more with

Play-Doh® Fun Factory $2.88

Make your own building and play pieces in 12 different shapes with your own Fun Factory. Just insert one of the interchangeable dies . . add Play-Doh compound to the pressing machine. Trim edges of pieces as they come out . . use different shapes to get unusual effects on buildings, cabins, fences. "Create" whole cities with animals, trees, exotic shapes of the future. Set includes two 7-ounce cans of clean, non-toxic Play-Doh compound, 12 dies, trimmer and instruction booklet.
49 N 1695—Shipping weight 3 pounds 2 ounces. . . . . Set $2.88

Place dough in mold to make your own toys

Form-a-Toy $1.49

Press colorful dough in molds to make your own horses, cars, cowboys, soldiers and children. Fun to paint and display. Three 7-oz. packs of dough included.
49 N 1777—Wt. 2 lbs. . . . $1.49

Color Dough 79c to 99c

Keep damp to mold with fingers . . let dry for permanent objects.

Five 7-oz. pkgs., 5 colors. 4 molds.
49 N 1773—Wt. 2 lbs. 8 oz. . . 79c

Set of three 1-lb. pkgt., 3 colors.
49 N 1775—Wt. 3 lbs. 8 oz. . . . 99c

Clue $2.97

You're the sleuth in this challenging detective game to discover the who, where and how of the crime. Use the clue cards to find the answers and enjoy a new plot every time. Weapons, notes included. Intrigue for 3 to 6 players, ages 8 to adult.

49 N 390—Shipping weight 2 lbs. 8 oz. $2.97

Mystic Skull $3.84

Skull dances on end of limb, then stops. The idea's to put "them" on the other fellow by sticking pins in his voodoo doll. To win, just keep some pinholes in your doll open. Board, bone stirrer, tokens, dolls combine to tingle the spines of 2-4 players.

49 N 232—Shipping weight 2 pounds . . . $3.84

Addams Family Game $1.66

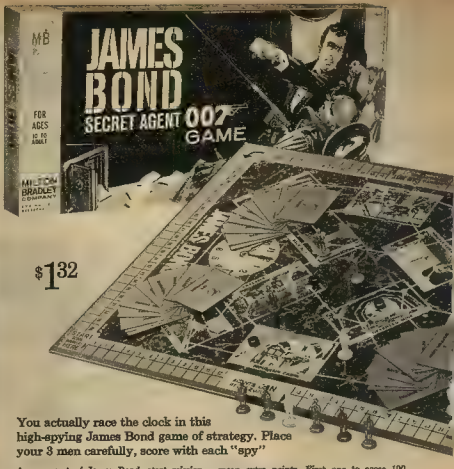
Time for the annual Addams family midnight picnic in the cemetery, but nobody's there. Horrors! That's why you must round up 4 of them in front of their beautiful mansion to win this game. 2 to 4 players shouldn't find the obstacles too eerie.

49 N 395 Shipping weight 1 lb. 12 oz. $1.66

Combat $1.52

You're in command in this big battle, and it's a challenge to keep your men free while capturing 6 enemy soldiers. Your men have to occupy his headquarters to do it. Spin to see who captures or escapes. 12 soldiers, cards, board. 2 play. Ages 7 to 14.

49 N 297—Shipping weight 1 lb. 12 oz. $1.52



$1.32

You actually race the clock in this high-spying James Bond game of strategy. Place your 3 men carefully, score with each "spy"

As an agent of James Bond, start mission from points you select on board. Now plan your moves. Gather spy cards, maneuver men, advance scoring disks. "Rendezvous" can mean extra points. First one to score 100 points is winner. 2 to 4 "agents" can play. Thrilling intrigue; for ages 10 up.

49 N 402—Shpg. wt. 1 lb. 12 oz. $1.32

Get "Hot Tip" clues . . track down agents

Agent Zero M Spy Detector

$3.32

The secret Rocket Fuel formula is gone. You'll be Top Secret Agent and win the game if you can unmask the thief. It's easy, exciting. Spy Detector, cards, scoreboard help you analyze clues and testimony of the 24 witness suspects. For 2 to 4 rather deductive agents

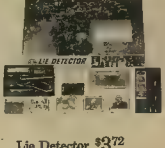
49 N 221—Shpg. wt. 1 lb. 12 oz. . . . $3.32

Just call Sears and say "Charge It"

Man from U.N.C.L.E. $2.22

Clever as Napoleon Solo? You'll thrill to challenge of being first to find THRUSH chief card that matches your assignment card and returning it to U.N.C.L.E. headquarters. Turns 2-4 players into U.N.C.L.E. agents.

49 N 403—Shpg. wt. 1 lb. 12 oz. $2.22



Lie Detector $3.72

Scene: a TV studio. Crime: serious and unsolved. You: 1 of 2 to 4 sleuths trying to go from detective to Chieftain by accumulating facts and suspects to nail the culprit. And only the Lie Detector knows truth of it all.

49 N 193—Shpg. wt. 1 lb. 12 oz. $3.72

It's full of surprises! Just wait 'til whale swallows fisherman

fish bait

A zany way of fishing for fun. For 2 to 4 players . . ages 5 and up. Fishermen move around the board as they piece together the Fish-bait contraption. Land on the wrong square and your "man" could get caught and be tossed into the open mouth of the whale. Game board about 15x12 in. Plastic "machine" pieces, movers, 1 dice.

49 N 219—Shipping weight 2 pounds 4 ounces.....$2.66

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

$2.66

$1.88

"Stormy weather" could destroy your Bug House

It's a race to see who can build his Bug House first. Players trade playing cards for building pieces . . face obstacles like "tornado," "building inspection" and "stormy weather" cards. Crafty players can withhold cards that others need to complete their houses. Deck of cards, plastic and cardboard building pieces. 2 to 4 players.

49 N 377—Shipping weight 1 lb. $1.88

$2.27

Play catch as it ticks . . but get rid of Time Bomb before it goes BANG!

Thrilling game for small or large groups. One player sets the timer, tosses bomb to another. Each player tries to get rid of it before it "explodes." One who's holding it when it does is eliminated from the game. 5-inch bomb is made of black break resistant plastic.

49 N 206—Shipping weight 1 pound . . $2.27

$3.99

Wackiest way to wake up a sleeping man

Crazy Clock

Cards dealt to players guide clock assembling. Person holding last card wins chance to wind crazy clock. . . action makes man leap from bed. Plastic.

Shipping weight 4 pounds.

79 N 231C. $3.99

$3.99

Build trap as you circle the board . . then try to catch mice

Mousetrap Game

A roll of single dice determines moves. Land on white, add part to plastic trap. When built, try to land on square to win chance to turn crank . . ball rolls down through plastic plumbing to make man dive into pool . . trap drops. Last mouse left wins. 2 to 4 players. Ages 5 and up.

79 N 293C—Shipping weight 4 pounds. . . $3.99

$1.66

Travel Magooland with help of magic viewers

Mr. Magoo

Move your colored marker through the perils of Magooland . . . be the first to reach the safety square. Land in the square with a magic viewer and you can see secret messages on the 24 magic cards. 2 to 4 players; ages 7 and up.

49 N 385—Shpg. wt. 1 lb. 12 oz. $1.66

Cars for HO scale Road Races

Hottest cars in the world today . . actually race at scale speeds of over 600 miles per hour

Powered by famous Thunder-Jet 500 motor . . the fastest HO scale road racing cars

Each car features clear plastic windshield, chrome-color bumper and hub caps, rubber tires. Plastic and metal bodies 2¼ inches long.

1 **Maserati**
49 N 9694—Shpg. wt. 2 oz. . . . $2.44

2 **Ferrari**
49 N 9699—Shpg. wt. 2 oz. . . . 2.44

3 **"Hot Rod" Coupe**
49 N 9915—Shpg. wt. 2 oz. . . . 2.44

4 **Jaguar XK-E**
49 N 9697—Shpg. wt. 2 oz. . . . 2.44

5 **Corvette Sting Ray**
49 N 9692—Shpg. wt. 2 oz. . . . 2.44

6 **"Hot Rod" Roadster**
49 N 9996—Shpg. wt. 2 oz. . . . 2.44

7 **Indianapolis Racer**
49 N 9911 Shpg. wt. 2 oz. . . . 2.44

8 **Grand Prix Racer**
49 N 9909—Shpg. wt. 2 oz. . . . 2.44

9 **AC Cobra**
49 N 9920—Shpg. wt. 2 oz. . . . 2.44

10 **Thunderbird Sports Roadster**
49 N 9919 Shpg. wt. 2 oz. . . . 2.44

11 **Mustang 2+2 Fastback**
49 N 9904—Shpg. wt. 2 oz. . . . 2.44

12 **Mustang Convertible**
49 N 9905 Shpg. wt. 2 oz. . . . 2.44

13 **Classic Lincoln Continental**
49 N 9906—Shpg. wt. 2 oz. . . . 2.44

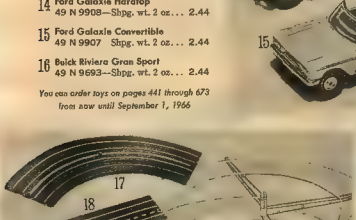
14 **Ford Galaxie Hardtop**
49 N 9908—Shpg. wt. 2 oz. . . . 2.44

15 **Ford Galaxie Convertible**
49 N 9907 Shpg. wt. 2 oz. . . . 2.44

16 **Buick Riviera Gran Sport**
49 N 9693—Shpg. wt. 2 oz. . . . 2.44

You can order toys on pages 441 through 673 from now until September 1, 1966

HO scale Track and Accessories



17 **90° Curved Track Section.** 9-inch radius. Package of 2 sections.
49 N 9673—Wt. 8 oz. . . . . Pkg. 98c

18 **Straight Track.** 9 inches long. Package of 2 sections.
49 N 9672—Wt. 6 oz. . . . . Pkg. 89c

19 **Crisscross Track.** 9 inches long Package of 2 sections.
49 N 9674—Wt. 5 oz. . . . Pkg. $1.69

20 **Lap Counter Track.** Records up to 10 laps for each car. 9 in. long.
49 N 9691—Wt. 4 oz. . Each $1.29

Hop-up Kit. (Not shown.) 2 each: road tires, slicks, guide pins, pick-up shoes, brushes, gears, axles. 4 racer hubs. Screwdriver, oil and decals.
49 N 7632 Wt. 3 oz. . . . . Kit 99c

21 **Spiral Support Set.** Now you can add the tight, winding curves that can test your skill and equipment on your present HO layout. Three decks for sweeping turns. Plastic base, supports and tube. 18-inch diameter. Unassembled.
49 N 9698—Wt. 5 oz. . . . . Set 99c

22 **Power Pack.** With circuit breaker, on-off switch, 6-ft. cord. 30-volt DC. UL listed for 110-120 volt, 60-cycle AC. Wt. 1 lb. 12 oz.
49 N 7626 . . . . . $4.98

23 **Remote Speed Controls.** Push-button to speed up or slow down cars. With wiring.
49 N 9675—Wt. 3 oz. .Each $1.98

1/24-scale outfit $13.88

Complete Slot Racing Outfit with K&B Ford GT car

kit, hand controller, oiler, extra slicks, gears and gear puller—plus a compartmented car-caddy case to haul it all to the races

Model racing enthusiasts try out their cars against all comers at pay-to-race slot tracks springing up all over America. Now Sears offers in one outfit all the components you need to get in on this exciting sport.

K&B's Ford GT is powered by the Challenger sidewinder motor. Rugged plastic car sports built-in windows, aluminum chassis with nylon pickup, Goodyear tires, parts for assembling. The speed controller has brake, 3 alligator clips. Pack it all inside 12x10x3-in. case—then off to the races.

49 N 6451—1/32 scale. Wt. 3 lbs. **$13.88**
49 N 6452—1/24 scale. Wt. 3 lbs. **14.99**

Thirstee Tears 16-in. baby doll with wardrobe

$4.99

Little Thirstee Tears actually drinks, wets and cries tears. Dressed in cotton playsuit. Her wardrobe includes cotton dress and bonnet, bed jacket with diaper, cotton sunsuit, cotton flannel pajamas, extra diaper, booties, bottle and sponge.

Doll is fully jointed. Made of vinyl plastic with rooted hair, glassine eyes.

Shipping weight 2 pounds.

49 N 3106.....$4.99

Bareskin Baby with rug, wardrobe, trunk

$7.99

All set for her classic portrait . . . so cute and comfy on her make-believe bearskin rug. Travel trunk holds shack set, dress, pajamas, pants, shirt, bath accessories and 3 hangers.

Doll is of vinyl, 14 in. long, fully jointed. Eyes close when she "sleeps".

Shipping weight 3 lbs. 5 oz.

49 N 3087.....$7.99

You can order toys on pages 641 to 673 from now until Sept. 1, 1965

14-inch Baby Doll with Pixie haircut

$3.99

She drinks and wets her diapers, too. Her arms and legs are jointed; head turns. Looks so sweet and fresh in an appliqued dress, her trimmed panty, shoes and stockings. Wardrobe has taffeta dress, romper, robe, 3 plastic hangers, 2 powder puffs, comb, brush. Wt. 1 lb. 4 oz.

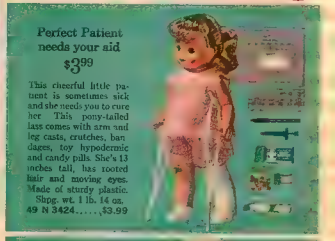
49 N 3214.....$3.99

15-inch Toddler with her ready-for-school wardrobe

$4.99

"Peggy Ann" is a new school-time tot dressed in cotton dress, long stockings and vinyl shoes. Her school clothes include 3 dresses, leatherette jacket, felt skirt, smock, coat, hat, plus purse, comb, brush, mirror and 2 curlers. Made of vinyl plastic with glassine eyes. Rooted hair in a curly bob style. Fully jointed, head also turns. For a convenient carry case, see trunk at bottom of this page.

49 N 3432—Wt. 1 lb. 2 oz.....$4.99



Perfect Patient needs your aid

$3.99

This cheerful little patient is sometimes sick and she needs you to cure her. This pony-tailed lass comes with arm and leg casts, crutches, bandages, toy hypodermic and candy pills. She's 13 inches tall, has rooted hair and moving eyes. Made of sturdy plastic.

Shpg. wt. 1 lb. 14 oz.

49 N 3424.....$3.99

Nurse with trunk is ready to travel

$4.99

This 13-inch toddler looks so crisp and clean in white percale uniform, matching hat, blue cape. For off-duty hours, a cotton dress, purse, pajama set, robe. Rooted hair. Plastic. Snap-lock fiberboard trunk with 3 hangers. Wt. 2 lbs. 4 oz.

49 N 3512.....$4.99

Striped Trunk for dolly

$4.99

For dolls up to 16 inches. Non-toxic vinyl lithographed steel covering over wood frame. 16x9x8 inches. Hangers.

Shpg. wt. 5 lbs. 14 oz.

49 N 9275.....$4.99

Falls sound asleep after you feed her

11½-in. Betsy Baby by Ideal

$5.99

Betsy drinks her bottle, grows sleepy . . and slowly closes her eyes. Cries real tears and wets, too. Of soft vinyl with rooted Saran hair you can comb and brush. Wears 2-piece play-suit. Rattle, pacifier, bottle and extra diaper included.

Shipping wt. 1 lb. 3 oz.

49 N 3052.....$5.99

Dolly Travel Case with Baby Bath $4.77

Take dolly and her bath with you wherever you go. Bath, with spray hose, fits in vinyl carrying case; folds out when dolly needs to freshen up. Separate compartments hold clothing and any doll up to 14 in. tall. Drawer holds odds and ends. With plastic hangers. Doll and clothing not included. Case, 18x4x14 in.

49 N 9219— Shipping weight 4 pounds . $4.77

1 Travel Wardrobe. Coat, bonnet, 2-piece play set, dress, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.

49 N 3210–8 to 11 in.....$2.89 49 N 3136–12 to 15 in. $2.99
49 N 3137 16 to 17 in..... 3.59 49 N 3138–18 to 21 in. 3.89

2 Layette. Quilted bunting, romper, knit sweater and pants, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.

49 N 3209–8 to 11 in.....$2.89 49 N 3564–12 to 15 in..$2.99
49 N 3566–16 to 17 in.... 3.59 49 N 3567–18 to 21 in.. 3.89

3 Dress-up Set. Three full-skirted dresses, diaper, shoes, socks, bottle, rattle, pacifier. Shipping weight each 12 oz.

49 N 3215–8 to 11 in.. ..$2.89 49 N 3216–12 to 15 in.. $2 99
49 N 3217–16 to 17 in.... 3.59 49 N 3218 18 to 21 in.. 3 89

Baby Nancy has her own cradle, baby bath and feeding table

14-inch doll with outfit $5.99

With all the nursery equipment needed to give her tender, loving care. And she acts so real . . she drinks her bottle, wets her diaper, closes her eyes. Her rooted pixie hair-do can be combed and brushed. Her fully jointed plastic body can be bathed. In snuggly cotton pajamas. With layette including plastic 16x10x10-inch cradle, 7x8x8-inch feeding table, 10x15x11-inch baby bath. Bottle, soap, bubble bath, sponge and blanket. Furniture unassembled.

49 N 3186C—Shipping weight 5 pounds..... $5.99

Just call Sears and say "Charge It"

Drinks, wets, cries real tears . . loves baths

TEARIE DEARIE

Doll with Cradle & Bath $2.74

This active 9-inch baby doll keeps her sitter busy every minute. She drinks her bottle, wets her diaper, closes her eyes and cries real tears. Has rooted hair to comb. Fully jointed, soft vinyl body. Comes with plastic carrying case that converts to a rocking cradle, crib with legs, or bath. In dainty outfit.

49 N 3163—Wt. 1 lb. 2 oz...$2.74

Tearie Dearie Gift Set $6.44

All the fun of the Tearie Dearie doll above—plus extra clothing. Gift set includes. 9-inch Tearie Dearie. Scotch hair outfit, sleepyhead outfit, vinyl wardrobe case with 3 hangers and 2 storage drawers, bottle. Plastic carrying case converts to a cradle, crib or bath.

49 N 3184— Wt. 3 lbs.....$6.44

Gently closes her eyes when you rock her to sleep

TEENY TINY TEARS

by American Character

Teeny with cradle

$7.99

It's a joy to care for this lovable 12-inch baby doll. She drinks, wets, cries real tears, blows bubbles. At bedtime, she slowly closes her rock-a-bye eyes as you rock her in her own cozy cradle. Of soft vinyl, she takes baths too. Rooted hair can be combed and brushed. Teeny wears a printed cotton flannel sleeper. Comes with 17-in. long plastic cradle with mattress cover, bottle, pacifier and bubble pipe.

49 N 3166—Shipping weight 2 lbs. 12 oz. $7.99

Teeny with trunk

$7.94

12-inch cry baby travels with trunk and layette, drinks, wets, cries real tears, blows bubbles. Soft vinyl with rooted hair. Wears lace trimmed apron dress with applique, booties, panties. Lacy A-line dress, polka dot panties, pacifier, bubble pipe, bottle packed in trunk.

Shipping weight 2 lbs. 6 oz.

49 N 3167. $7.94

Teeny Doll only

$3.93

Like a real baby, 12-inch Teeny sheds big tears when she's sad. Slowly closes her rock-a-bye eyes when she's sleepy. Drinks, wets, blows bubbles too. Of soft vinyl with rooted hair. Wears cape dress. Bottle, bubble pipe, diaper and pacifier incl.

Shipping weight 1 lb. 5 oz.

49 N 3166. . . . . $3.93

1 2

Outfits for Teeny

1 **Travel-time Knit Set** . . sweater, leggings and bonnet keep 12 inch doll warm. Doll not included

49 N3077—Wt. 6 oz. $2.77

2 **Sheer Apron Dress** with leotards. For 12-inch baby doll (not included).

49 N3041 Wt 6 oz. $2.77

Teenie Weenie Tiny Tears with trunk $4.99

Only 9 inches tall, but what a charmer. She weeps real tears, closes her rock-a-bye eyes. Drinks, wets. Soft vinyl with rooted hair. Wears a dainty dress. Comes with trunk, clothes and accessories shown

49 N 3168—Shpg. wt. 1 lb. 2 oz. . . . $4.99

17-inch Tiny Tears . . almost life-size $9.97

Feels like a real baby cuddled in your arms. She drinks, wets, blows bubbles, cries real tears. Chubby, soft vinyl body. Rooted hair. Dress in cotton flannel sleeper. Layette includes blue dress and diaper, plus red peque dress with giraffe applique, and diaper. Instruction book, bubble pipe, bottle, pacifier.

49 N 3169C—Shipping weight 4 lbs. $9.97

Tiny Tears Talking Cradle with 6 records $9.77 without battery

Insert record in side of cradle press lever and listen to the sound of nursery rhymes prayers, lullabys. Dolly falls sound asleep as you rock her. Built-in phonograph has automatic shut off. Plastic cradle, 18x12x11 in. With mattress cover. Sweet dreams for dolls up to 17 in. tall. Uses one "D" battery, order below

79 N 9224C—Shipping weight 3 lbs. $9.77

49N4660—"D" Battery. Wt. ea. 4 oz. Each 16c, 4 for 60c

Kitty, 15-inch Bonomi Doll from Italy

1 She's stylish for school in a pleated wool plaid skirt and blue knit cardigan with plaid trim. Full petticoat, panties, shoes, socks. Vinyl doll has washable pony tail coiffure. Long lashed closing eyes.
49 N 3516—Shipping weight 1 lb. 8 oz. . . . $7.99

Sheila, 17-inch glamour girl from Italy

2 With her long auburn hair and thickly lashed almond eyes, Sheila is queen of the dolly campus. She wears a camel color wool coat, red wool plaid dress, scarf, gaiters. Fully jointed vinyl body.
49 N 3494 Shipping weight 1 lb. 12 oz. . . . $9.99

Angelica, 13¼-inch Italian charmer

3 Perky as your little sister. Her washable rooted hair can be styled many ways. Long-lashed eyes open and close. Jointed vinyl body. Cheerily garbed in gray pleated skirt, red plaid topper, boots, bow.
49 N 3448 Shipping weight 1 lb. 8 oz. . . . $7.99

Four of our best-dressed imported dolls wear

1 $7.99 2 $9.99 3 $7.99

Tina from Italy

Stunning 24-inch platinum blonde is belle of the ball in her hoop-skirted velveteen gown and rustling petticoats

$29.95

To love, to admire, to cherish a lifetime . . . a doll of superb beauty. Her finely chiseled features—from dreamy opaline eyes to pert dimpled chin—are sculptured with Italian finesse. Tina is luxuriously dressed in a sweeping gown and big bonnet of rich red velveteen, trimmed with white eyelet lace and bright plaid bands. Attached ruffle-edged petticoat . . . plus separate hoop-skirt. Panties, socks and patent-look shoes. With plaid parasol. Enchanting doll of polyethylene.

Shipping wt. 10 lbs.
79 N 3495L.....$29.95

Haul 9 new-model cars

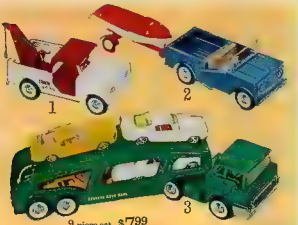
Friction-powered engines run both Turnpike Auto Transport and Cars

$8.95

Roll cars up the ramp . . bring them down to drive along on their own

Just say "Charge It" when you phone your order

Load 3¼-inch plastic cars up the ramp and into place on the transport . "rev-up" the friction-powered transport engine . . and deliver the cars to dealers all over the country. Drive cars around under friction-power, too. Steel and high impact plastic transport is 2 feet long . . rugged-looking detachable cab has detailed interior. 28 rubber wheels. Made in Japan
79 N 4281C—Shipping weight 6 pounds..... **$8.95**



9-piece set **$7.99**

Highway Set includes 4-car auto transport, wrecker, and jeep with boat and trailer

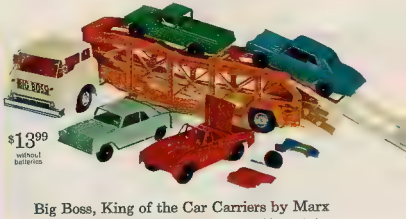
Heavy-gauge steel equipment that takes to the road. Transport carries 4 plastic cars. Chrome and nickel-plated trim. Movable parts.
79 N 5595C—9-piece Highway Set. Shpg. wt. 12 lbs.... **$7.99**
(1) **49 N 5517** 11-in. **Wrecker.** Shipping wt. 2 lbs. 8 oz.. **2.19**
(2) **49 N 5523—20-in. Jeep, Boat, Trailer.** Wt. 2 lbs. 4 oz . **2.19**
(3) **49 N 5513—22-in. Transport, 4 cars.** Wt. 5 lbs. 4 oz... **4.69**

$2.97

Auto Transport hauls 3 cars

Drive plastic cars up metal ramp of this 23 inch auto transport and haul for the open road. Trailer is heavy-gauge steel . . detachable cab is steel. Baked enamel finish. Plastic wheels.
49 N 5582 Shipping weight 3 pounds 8 ounces **$2.97**

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966



$13.99 without batteries

Big Boss, King of the Car Carriers by Marx

Battery-powered cab with forward and reverse drive control . . automatic loading ramp, plus 4 action vehicles to haul

Cars move smoothly onto lower deck on battery-powered loading track. 17-in. "crank out" ramp for top deck. Cab and pick-up truck make real engine sounds. Sports car with removable top. Car with press horn. "Break down" car with replacement parts. Molded plastic. 42 in. long. Order 4 "D" batteries below.
79 N 5824L—Shipping weight 15 pounds.....**$13.99**
79 N 4660—"D" Battery. Shpg. wt. each 4 oz.....Each 16c; 4 for 60c

$9.99 without batteries

Big Bruiser by Marx

Light flashes, siren wails. Moves in forward and reverse. Really powerful . . pulls load of 15 lbs. Windshield wipers move by hand. Winch lifts wrecks. Includes wrecked truck, spare parts, jack and tool kit. Plastic, 25 inches long. Order 4 "D" batteries above.
79 N 5709C—Shipping weight 8 pounds.....**$9.99**

Move dirt and gravel with these steel giants . . up to 27 inches long and 18 inches high

Your choice $4.97

Bulldozer tugs with chain winch, pushes with big 4-position blade

Clears away sand, levels off grades . . even hauls debris and "timber" with rear chain winch. Lever adjusts blade to 4 heights. Hand-crank the winch . . chain totes a strong hook that grabs on tight. Rolls forward, backward on wide, sure-grip treads. Baked-enamel finish. 14x8x7½ inches high.
49 N 5538—Shipping weight 4 lbs. 10 oz. $4.97

Hydraulic Dumper deposits heavy load when you release the latch

Powerful hydraulic cylinder raises at a steady, constant rate. Specially designed to push down easily, yet strong enough to lift and dump a "mighty big" load of wet sand. Connection to cab has permanent pivot. Smooth welded construction, baked enamel finish. 22x6x13 inches high when dumping.
79 N 5539C Shipping weight 5 pounds . $4.97

Big Power Digger scoops up dirt, swivels . . dumps it automatically

Sturdy bucket digs deep into sand. Work the 2 sandcrank winches to lift and swing boom around to spot for unloading. Raise boom to trip release. Cab pivots on platform. Wide, sure-grip treads propelled by solid steel wheels. Finely detailed, finished with baked enamel, 27x7x18 inches high.
49 N 5493 Shipping weight 5 lbs. 6 oz. . . $4.97

You can order toys on pages 441 to 673 from now until September 1, 1966

Use claw bucket or magnetic hoist with this 2-in-1 Michigan Shovel

1 Crane truck rolls to the job. Cab pivots full circle. Turn the crank . . bucket takes big bite, automatically opens when raised to the top. Remove bucket to install magnetic hoist. Winch lifts and lowers 2-foot boom, pushes in to lock. Twin jacks swing down for steadiness. Smooth, durable steel. Baked enamel finish. Chassis 17 in. long.
49 N 5493 Shipping weight 8 lbs. 1 oz. $6.99

Tandem-wheel Dump Truck

2 Big and husky for such a low price. Rolls forward and backward, hauls heaps of dirt. Manually operated dump bed. Detailed cab. Sturdy plastic wipes clean, won't shatter, takes rough play. From West Germany. 21x7x8 inches high.
79 N 5588C Shipping weight 2 pounds... $1.99

Marx Za-zoom Dump Truck

3 Hear it idle . . then rev 'er up, it sounds like a real truck motor. Dump bed raises and lowers . . vehicle travels forward and backward. All from 3 separate switches. Rugged plastic truck works with or without motor sound. Steel chassis rides on 6 tires. 20x9x10 in. high. Order 4 "D" batteries.
79 N 5419C Shipping weight 7 pounds. . . $5.99

"D" Battery Shipping weight 4 ounces each.
79 N 4660 . . . . . Each 16c; 4 for 60c

Revelation® Bolt Action Shotguns . . . lightweight, precision crafted and magnetically inspected!

1 **Revelation® Model 335 Single-Shot Bolt-Action .410 Gauge Shotgun.** Ideal shotgun for beginners . . . has automatic safety for added protection. Chambered for 2½ and 3 in. shells. Full choke. Tapered blued steel barrel—magnetically inspected and stress relieved, proof-tested with full choke boring. Receiver and breech bolt constructed of special heat-treated high-carbon manganese. Side ejection, bead front sight.
4GC3735—Walnut finish. 24½ in. barrel. Weighs only 5¾ lbs **$26.95**

2 **Revelation® Model 330 Bolt-Action Repeating .410 Gauge Shotgun.** You'll get off those fast shots with this gun's easy, self-cocking action. Full choke model. Chambered for all 2½ and 3 in. shells and rifled slugs. Fixed-type top loading magazine holds 2 shells with 1 in the chamber. Extra-safe thumb operated safety. Double extractors. Fast, easy take-down. Monte Carlo stock with hand rubbed walnut finish.
4GC3725—24 in. tapered blued steel barrel. Weighs only 5¼ lbs..... **$29.95**

3 **Revelation® Bolt-Action Repeating 12 Gauge Shotguns.** Precision-crafted guns let you enjoy years of dependable outdoor sporting pleasure. Lightweight and with excellent balance, they provide both easy carrying and the satisfying feeling of getting off a smooth, quick shot. Choose a full or adjustable choke for the exact shot pattern you want. Chambered for all 2¾ in. or 3 in. magnum or regular shells. Detachable 2 shot clip, 1 in the chamber. Self-cocking. Tapered blued steel barrel. Dovetail rear sight, bead front sight. Has thumb operated safety on stock. Double extractors. Monte Carlo stock. Order your dependable Revelation® shotgun, today.

Catalog No.	Model	Gauge	Barrel	Choke	Price
4GC3667	312A	12	28 in.	Full	$39.95
4GC3668	312AK	12	28 in.	Adjustable	42.95

Place your order the easy way . . . telephone your W.A. man.

Gun Racks for lasting care and safety

4 **Deluxe Gun Cabinet.** Display your guns proudly . . . protect them wisely with this furniture styled gun cabinet. Holds 7 shotguns or rifles and keeps them safely out of youngsters' reach. Crafted of quality Ponderosa Pine with sturdy plywood back, dust-proof door and roomy storage compartment. Top grade felt protects gun barrels. Tilted base rests guns properly without slotted butt-plate. Has antique iron hinges; secure lock. Unfinished. Glass not included.
4GC8720—46x11x28½ in. **$39.95**

5 **Redwood Gun Racks with Drawer.** Easily fits into any decor to highlight your gun collection. Guns fit snugly into rack . . . cradles are lined with top grade felt to protect stocks and barrels. Made of handsome California Redwood ¾ in. thick—hand-rubbed to a fine finish. Gun rack is complete with large locking drawer . . . perfect for storing shells, cleaning gear and other shooting accessories. A W.A. Value.
4GC8715—3 gun rack **$9.95**
4GC8714—4 gun rack **10.96**

6 **Rugged, Handsomely Designed Gun Racks.** Made of genuine California Redwood ¾ in thick and hand rubbed to a fine finish. Guns fit snugly into cradles lined with top grade felt . . . protects your gun's stock and barrel. Has scalloped top.
4GC8704—3 gun rack **$2.98**
4GC8703 2 gun rack **3.49**

7 **Pick-Up Truck Gun Rack.** Fits over rear glass and back of truck seats. Soft plastisol coated for complete protection of barrels and stocks. Holds 2 guns. Complete with adjustable back.
4GC8800—Weighs 2 lbs..... **$3.59**

8 **Car Gun Rack.** Fits over back of seat. Coated with soft plastisol for complete gun protection. Guns snugly held by spring clamps. Holds 3 guns. Black. Weighs only 3 lbs.
4GC8810..... **$6.49**

9 **Polished Gun Cradles.** Leather-lined—won't scratch or mar gun's finish. Designed to enhance the beauty of your gun. Complete with mounting screws.
4GC8750—Pair, aluminum **$1.98**
4GC8705—Pair, brass-plated **3.95**

Sportsmen's Knives and Axes with *built-in* dependability

10 **Schrade Walden Folding Bowie Hunter.** 6¼ in. hunter and trapper drop service knife. Large sheep clip and skinning blades.
4GK8560—Leather sheath **$4.95**

11 **Schrade Walden Bowie Hunter.** Overall length, 9¾ in. 5¼ in. sabre ground carbon steel blade. Replica of famed Bowie knife.
4GK8552—Leather sheath **$3.95**

12 **Schrade Walden "Huntsman",** 5 in. blade of quality carbon steel, sabre ground, highly polished—always keeps its edge.
4GK8551—Leather sheath..... **$3.95**

13 **Schrade Walden Hunter's Pride.** Plain ground carbon steel blade withstands the most rugged use. Blade is 5¼ in.
4GK8550—Leather sheath..... **$3.95**

14 **8½ Inch Stag Handled Hunting Knife.** Has 4¾ in. mirror polished, sabre ground, slim patterned blade—perfect for skinning.
4GC8517—Leather sheath..... **$1.05**

15 **Economy Hunting Knife.** Full 4¼ in. steel blade, tempered and hardened for rugged use—highly polished for beauty. All-leather sheath attaches to belt.
4GC8516—Stays sharp **98c**

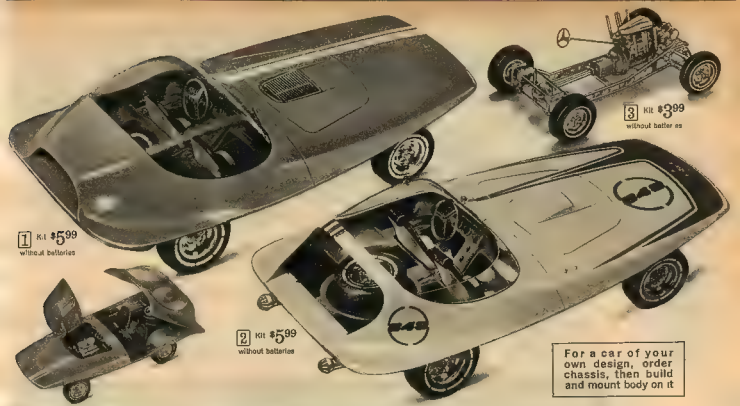
16 **Sportsmaster Hunting Knife.** Fine ground 4 in. steel blade—always stays sharp. Rugged plastic handle grooved for gripping. Has extra wide hilt for added safety.
4GC8500—Plastic sheath **89c**

17 **8 Inch Economy Hunting Knife with Leather Sheath.** Keen-edged sabre ground blade. Brass hilt. Easy-grip handle. Aluminum butt
4GC8500—Leather sheath **89c**

18 **Hunting and Camping Set.** Hunting knife, pocket knife and hatchet axe. Leather sheaths.
4GC8545—All stay sharp **$4.95**

19 **Hunting-Camping Knife Set.** Full-size 4 bladed camping and 5 in. blade hunting knife. Each has stout leather sheath with belt loops.
4GC8544—Keen-edged..... **$2.69**

20 **"Husky" Knife and Axe Set.** 8¾ in. sabre ground, mirror polished, slim patterned skinning knife. One-piece molded head and handle axe.
4GC8541—Leather sheaths..... **$4.00**



1 Kit $5.99 without batteries

2 Kit $5.99 without batteries

3 Kit $3.99 without batteries

For a car of your own design, order chassis, then build and mount body on it

Sears Futuristic Sport Cars

Build 2 motorized models with aerodynamic styling, finely detailed interiors, workable steering and clutch

The grand touring cars of tomorrow with reverse airfoil design and independent 4-wheel suspension. Splendidly detailed with Allstate tires, scaled 1960 Chrysler engine, twin Carter 4-barrel carbs., Hallibrand disc brakes and mag-type wheels. Interior boasts bucket seats and padded dash. Lights really work. Tough plastic with clear and chrome-color parts. 15 inches long in the car designer's 1/12 scale (1 in. to 1 ft.) By Lindberg. Order 2 "D" batteries below.

1 SC100 GT Coupe. Regal purple with racing-stripe decal. 300-pc. kit.
49 N 2330C—Shpg. wt. 5 lbs. . . . . Kit $5.99

2 SC101 Roadster. White with colorful decals. 300-pc. kit.
49 N 2324C—Wt. 5 lbs . . Kit $5.99

3 Chassis only. Working shock absorbers, springs, brakes, motor and more. All parts chrome-colored except motor, tires. Tough plastic. 11¾ in. long. Order 2 "D" batteries.
49 N 2326—Shipping weight 2 pounds. . . . . Kit $3.99

49 N 4660—"D" Battery. Shipping weight each 4 oz. . . . . Each 16c; 4 for 60c

Build and run the Visible V-8 Engine. See pistons move up and down to turn a crankshaft. Authentic? You bet

$7.99 without batteries

Model is one-quarter actual size. Pistons, rods, rocker arms, valves and fan actually operate. See timed spark plugs work. More than 350 plastic and metal parts in 4 dramatic colors. Minature motor 14½ in. long. Order 2 "C" batteries below.

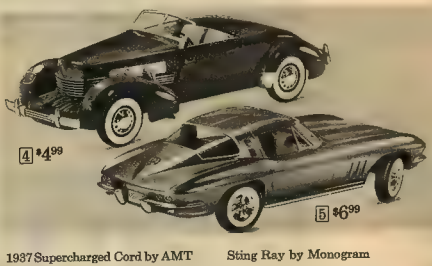
79 N 2339C—Shipping weight 6 lbs. $7.99

"C" Battery. Shipping weight each 2 ounces.
79 N 4665. . . . . Each 16c; 4 for 60c

Plastic model Finishing Kit 77c

Here, in one complete package, you'll find everything needed to assemble and paint any plastic model. Included are six famous Testor's brush-on colors, a paint brush and a tube of plastic cement.
49 N 2388—Shipping weight 8 ounces. 77c

"Charge It" if you wish



4 $4.99

5 $6.99

1937 Supercharged Cord by AMT

4 Acclaimed America's most beautifully designed car now in 1/12th scale, 16 inches long. Working steering wheel and doors with crank-open windows. Concealed headlights. Lycoming V-8 engine features a chrome-color supercharger and distinctive exposed exhaust pipes. Authentic "Vogue" whitewall rubber tires. 250 detailed plastic parts. Deep red with chrome color trim. Unassembled.
79 N 2336C—Shpg. wt. 4 lbs. $4.99

Sting Ray by Monogram

5 The only true sports car made in America. Here in minute detail with fascinating realism. Sleek styling with Corvette's 327 cubic inch V-8 engine having Ramjet fuel injection. Retractable headlights, steerable front wheels. One-piece body and windows. Plastic, ½ scale. 21 in. Unassembled.
79 N 2335C Shpg. wt. 5 lbs. $6.99

Chain-drive Tractor and Trailer

Tractor and Trailer $17.99 | Tractor Only $14.66

Tractor. Universal steering joint lets you turn a full 360°. 8-inch front, 10-inch rear wheels. Adjustable bucket seat, trailer hitch. Orange with black trim. 37 inches long, 26 in. high. Unassembled.
79 N 8949L—Shipping weight 26 lbs. $14.66

Trailer. Haul rider or parcels . . strong steel. 32x15 inches wide. 7½-inch wheels. Unassembled.
79 N 8955C—Shipping weight 10 lbs. $5.44

Tractor and Trailer. *Save $2.11. Separately . $20.10*
79 N 8960L2—Shipping weight 36 lbs. . . . 17.99

Putt-putts like a real Tractor

Shift gear to hear motor sound from chain drive

Big side exhaust and play spark plugs show power. Deep-cleat rear wheels give plenty of traction

Tractor and Trail Trac $23.33 | Tractor Only $19.97

Tractor. Steel chassis with plastic exhausts and plugs. Adjustable seat, hitch and step plate. Full ball bearings. 6-in. front, 10-in. rear wheels with semi-pneumatic tires. 37x28 in. high. Red and white. Unassembled.
79 N 8934L—Shipping weight 33 pounds $19.97

Trail Trac Trailer. 12x11 in. wide. 8-in. wheels. Red, white. Unassembled.
79 N 8929C—Shipping weight 11 pounds. $5.99

Tractor and Trail Trac Trailer. Unassembled. *Save $2.63.* Separately *$25.96.*
79 N 8939L2—Shipping weight 44 pounds. $23.33

$8.88

It's great fun! Folding-seat Scooter

You'll like this new seat idea. Scoot along, sit back and coast. Big 10-inch, nylon bearing wheels roll on semi-pneumatic tires. Wooden base for sure footing. Brake on rear wheel, parking stand, too. Red and white enamel finished. 39 inches long. Unassembled.
79 N 8803C—Shipping wt. 18 lbs. $8.88

Chain-drive Tractor hitches to 1-seater Dump Trac with lever-action unloading

$3.33 $5.97

Jr. Scooter

Sparkling bright and shiny red enamel on steel. 6-inch wheels, ¾-inch rubber tires. 31 inches long. Stand. Unassembled.
Shipping wt. 7 lbs.
79 N 8809C. . . $3.33

Scooter Chief

10-inch, ball-bearing wheels, 1¼-inch rubber tires. Brake and stand. Red steel. 38 inches long. Unassembled.
Shipping wt. 15 lbs.
79 N 8813C. $5.97

Super Diesel Tractor makes real motor sound when you shift the gears . . authentically-styled engine . . dual front wheels

Tractor. Ball-bearing chain drive. 8-in. front wheels, 12-in. rear wheels. Semi-pneumatic tires, tractor tread on rear. Adjustable seat. Lock ignition. Green and yellow. Unassembled.
79 N 8957N—Shipping wt. 40 lbs. $24.88

Dump Trac. Steel seat and dump box. Red with white trim. 33x15 inches wide. Unassembled.
79 N 8917C—Shipping wt. 16 lbs. $7.99

Tractor, Dump Trac. *Save $3.30.* Separ . *$32.87*
79 N 8968N2—Shipping wt. 58 lbs. $29.57

"N" Items (as 79 N 8957N) shipped freight (rail or truck) or express

Save this catalog *to order toys from now until Sept. 1, 1966*

THRILL DRIVERS

Action race set by Eldon

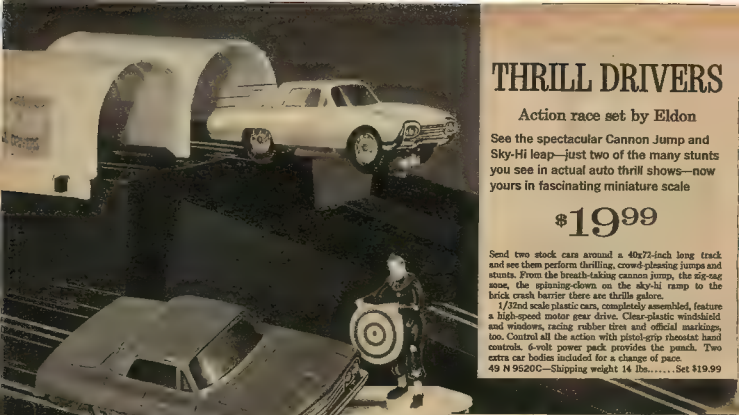
See the spectacular Cannon Jump and Sky-Hi leap—just two of the many stunts you see in actual auto thrill shows—now yours in fascinating miniature scale

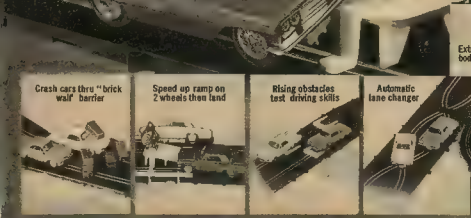
$19.99

Send two stock cars around a 40x72-inch long track and see them perform thrilling, crowd-pleasing jumps and stunts. From the breath-taking cannon jump, the zig-zag zone, the spinning-clown on the sky-hi ramp to the brick crash barrier there are thrills galore.

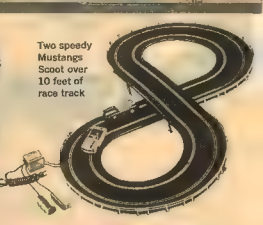
1/32nd scale plastic cars, completely assembled, feature a high-speed motor gear drive. Clear-plastic windshield and windows, racing rubber tires and official markings, too. Control all the action with pistol-grip rheostat hand controls. 6-volt power pack provides the punch. Two extra car bodies included for a change of pace.

49 N 9520C—Shipping weight 14 lbs.....Set $19.99




Crash cars thru "brick wall" barrier
Speed up ramp on 2 wheels then land
Rising obstacles test driving skills
Automatic lane changer

Never before such excitement! Race 'em, crash 'em and watch cars fly apart . . snap parts together and race them again



ELDON Crash Car Set $10.99

Two modified, ready-to-roll, 1937 Chevy jalopies made of high-impact plastic let you smash these cars together with gay abandon. They crash at the daredevil crosstrack on a 24x48-inch long figure "8" track. 1/32nd scale, gear-driven cars feature high-speed motors and rubber racing tires. There are hand painted drivers sitting behind the wheel, but you control all the action with pistol-grip rheostat controls.

Speedometer gives you an idea of the speed they're going. Track layout made secure with plastic guard rails on the curves. Start and finish banner with flags let you sponsor rip-roaring races. 6-volt power pack included.

49 N 9518—Shipping weight 6 pounds.....Set $10.99

Marx Figure 8-Race $9.99

Action-striped plastic Mustangs race each other on this most exciting over-and-under figure 8 track. 1/32nd scale cars powered by high-speed motors that are gear driven. Cars roll on racing rubber tires. Hand-grip controls let you set the pace.

8-volt power pack converts simple electricity into exciting racing thrills. Trestle set-up. Fence section helps keep rampaging Mustangs on the right track.

49 N 9501—Shipping weight 4 lbs. 12 oz. . Set $9.99

NOTE: All items on page U.L. listed, 110-120 volt, 60 cycle AC.

No Money Down on anything Sears sells

15 authentically detailed

CAR KITS

. . all ½₂ scale

$2.94 each

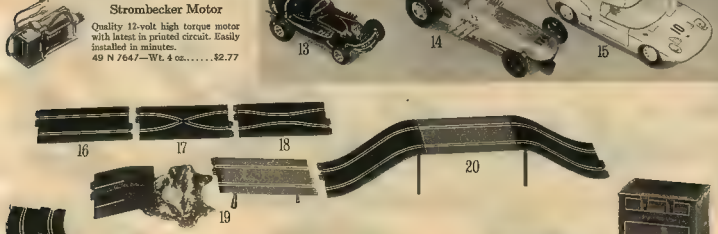
Famous kits designed to produce cars that can really perform. 12-volt high torque motor. Polystyrene body, rubber tires, decals . . and driver. Cars 4 to 5¾ in. long. Unassembled.
Shipping weight each kit 10 oz. . . . . Kit $2.94

(1) 49 N 7612–Cobra GT. The new breed in racing
(2) 49 N 7618–Porsche 904 GT. 2 litre newcomer
(3) 49 N 7602–Jaguar XKE. World renowned
(4) 49 N 7603–Ferrari GTO Berlinetta. Sensation!
(5) 49 N 7606–Porsche RS 61. "Silver Stormer"
(6) 49 N 7607–Lotus MK XIX. Fierce competitor
(7) 49 N 7605–BRM Formula 1. A 1.5 l, champion
(8) 49 N 7619 D-Jaguar. Aerodynamic speedster
(9) 49 N 7625–Ferrari Testa Rosa. 3 litre V-12
(10) 49 N 7639 Maserati Formula 1. Famous
(11) 49 N 7601–Cooper Formula 1. Indianapolis
(12) 49 N 7621–Indy 6/1 Racer. (With 6 decals)
(13) 49 N 7604–Midget 6/1 Racer. (With 6 decals)
(14) 49 N 7620–Dragster. Famed "Silver Ghost"
(15) 49 N 7634–Ford GT Competition Car. New

Car Repair Kit (not shown). Kit includes 4 tires, 4 pick-up wires and 1 guide pin.
49 N 7627—Shipping weight 4 ounces 98c

Strombecker Motor

Quality 12-volt high torque motor with latest in printed circuit. Easily installed in minutes.
49 N 7647—Wt. 4 oz. $2.77



Interchangeable STROMBECKER Track

16 **Straight Track.** Package of 2. each section 12 in. long.
49 N 7608–Wt. 10 oz. . Pkg. $2.27

17 **Lane Changer.** Package of 2.
49 N 7617 Wt. 11 oz. $2.97

18 **Chicane-Obstacle.** 1 pc. track.
49 N 7644—Wt. 5 oz. $2.27

19 **Jump Track.** 1 ramp, pond, lip, supports. No straight track.
49 N 7611 Wt. 1 lb. 4 oz. $2.97

20 **Hill Climb.** 1 up, 1 down track, supports. No center track.
49 N 7643—Wt. 1 lb. . . . $2.97

21 **Curved Track.** Pkg of 2. For 2-lane, 4-lane inside curves.
49 N 7609—Wt. 12 oz.. $2.77

22 **30° Curved Track.** Pkg. of 2. For 2-lane, 4-lane outside curves.
49 N 7640–Wt. 12 oz..Pkg. $2.77

23 **Mechanical Lap Counter.**
49 N 7641 -Wt. 1 lb.. $2.97

24 **LeMans Start Track.** 1 piece.
49 N 7610—Wt. 12 oz.. $2.27

25 **Terminal Track.** 1 piece.
49 N 7642—Wt. 8 oz. . $2.77

26 **Hump Track with Bridge.** 1 pc.
49 N 7645 Wt. 8 oz. . $2.27

27 **Electric Lap Counter.**
Shipping weight 1 lb. 8 oz.
49 N 7645 . . . . . $7.99

28 **Power Pack.** 12-14 volts. UL listed. On-off switch with circuit breaker to prevent overheating. 110-120-volt, 60 cycle AC.
49 N 7616—Wt. 1 lb. 8 oz. $6.97

29 **Rheostat with Brake.** Pistol grip, variable speed hand throttle, thumb brake control. Speedometer shows "miles per hour." Plastic Leather grain finish. 4 in. long
49 N 7614—Wt. 4 oz. $1.89

SAVE THIS CATALOG
You can order toys from pages 441 to 673 from now until September 1, 1966

Strombecker Accessories

BIG, BIG TRACK and Sears alone has it

Strombecker "Formula 4"

COMPETITION SLOT RACING

with all the electrifying action of a commercial raceway track

Get a really big layout of nearly 27 feet of 4-lane track, not just 2. Get 4 hot speedsters, not just 2. Get loads of room for cars to really go . . then slot racing can easily become all-family fun. When Dad and Mom see the cars flash down the track, powerslide and fishtail around the curves, roar out and hurtle into the stretch, they'll want "in" on these action-packed thrills.

Made exclusively for Sears by Strombecker, famous for quality. The set includes 20 sections of straight track, 12 of curved, 24 of 30° add-on curved . . a total of 56 sections of official black-top plastic track. Also, 24 sections of fence, the 4 ready-to-run cars (4⅝ to 5¾ in.) shown below, 4 plunger rheostats with brakes. New design 14-volt power pack, track clips, locking lugs, wires, overpass supports, warranty, guide book. UL listed, 110-120-volt, 60-cycle AC.

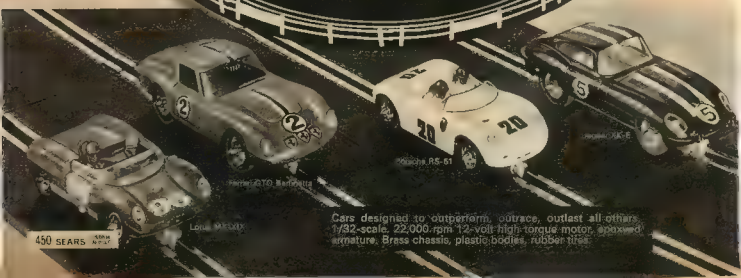
79 N 9517C—Shipping weight 16 pounds.....$89.95

Make it a 2-lane layout with 54 feet of track

$89.95 cash

$8.50 monthly

No Money Down on anything Sears sells



Cars designed to outperform, outrace, outlast all others. 1/32-scale, 22,000-rpm 12-volt high-torque motor, epoxied armature. Brass chassis, plastic bodies, rubber tires.

STROMBECKER Continental Challenger

Sleek Jaguar XK-E and Ferrari race over more than 28 feet of fast track

$28.95

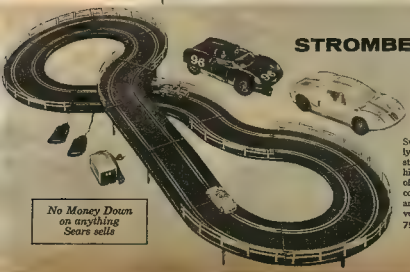
Exact 1/32 scale models of the famous British car, Jaguar XK-E, and an equally impressive Italian car, the Ferrari Berlinetta. Competition-proven Strombecker motors simulate the spectacular performance both cars deliver on actual speedways. You feel as if you are really driving as you guide your car around fast turns and through long straightaways at blinding speeds. The cars react as their full-size counterparts would . . with all of the fishtailing and power drifts on the curves. Plastic and metal tracks, 5¼-inch cars. Complete with overpass supports, guard rails, 2 hand controls, 14-volt power pack, and guide book.

49 N 9505C—Shipping weight 10 pounds. $28.95

STROMBECKER European Road Race

An amazing low price for a set with such finely-detailed cars, over 13 feet of track

$19.75



Swift little road racers, a Lotus MK XIX and Porsche RS-61, accurately detailed in exact 1/32 scale. Cars are about 5¼ inches long. The strong, competition-proven 12-volt motor powers both racers. These high-torque motors give real-life action to racers and test reactions of "drivers" as they swish around this tricky course. Rheostat hand controllers let you adjust speeds of cars and also apply brakes. Plastic and metal cars, roadway with guard rails, overpass supports. 14-volt power pack, guide book.

79 N 9512C—Shipping weight 7 pounds. $19.75

No Money Down on anything Sears sells

Steel Construction Sets

$9.99 each

Both sets really grade, dig, load and haul

Save $2.46 on 5-piece Army Engineer's Set

Rugged floor toys in heavy gauge steel . . realistic moving parts . . detailed interiors. Set includes: *1*) 12 inch Sand Hopper (*2*) 12-inch Dump Truck. (*3*) 10 inch Road Grader. (*4*) 11-inch Jeep. (*5*) 11-inch Bulldozer

79 N 5597C – 5-piece Set. Shpg. wt. 15 lbs. *Separately $12.45* . . . Set $9.99

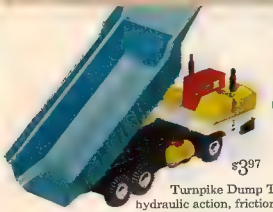
(1) 49 N 5512 – Sand Hopper. Shipping weight 2 pounds . . . 1 99
(2) 49 N 5479 – Dump Truck. Shipping weight 4 lbs. 12 ounces . 1 99
(3) 49 N 5477 – Road Grader. Shipping weight 3 lbs. . . . 3 99
(4) 49 N 5558 – Army Cub. Shipping weight 2 pounds . . . 1 89
(5) 49 N 5471 – Bulldozer. Shipping weight 2 pounds . . . 2 59

Save $3.89 on 4-piece Road Building Set

Action-packed toys of heavy-gauge steel. (*6*) 18-inch Power Shovel. Automatic scooping, bucket-release. (*7*) 15-inch Hydraulic Dump Truck. Lever operated action. (*8*) 17-inch Road Grader. Adjust blade, direct steering. (*9*) 15-inch Hi-Lift Loader. Digs, loads, dumps

79 N 5421L—4-pc. Set. Wt. 15 lbs. *Separately $13.86* . . . Set $9.99

(6) 49 N 5646—Power Shovel. Shipping weight 5 lbs. 3 oz . . 4 97
(7) 49 N 5661 – Dump Truck. Shipping weight 3 lbs. 3 oz . . 2 97
(8) 49 N 5614—Road Grader. Shipping weight 3 lbs. 8 oz . . 2 97
(9) 49 N 5484—Hi-Lift Loader. Shipping wt. 3 lbs. 12 oz . . 2 97



$3.97

Turnpike Dump Truck . . hydraulic action, friction motor

Fill it up, turn it on and it goes away with heavy load in tow. Press lever and hydraulic cylinder raises body for dumping. Modern cab with wrap-around windshield, rubber tired wheels gave it a big truck look. From Japan. 18 in. long. Plastic, metal.

49 N 4284 – Shpg. wt. 3 lbs. 8 oz. . $3.97

$3.97

Turnpike Cement Mixer revolving drum, friction motor

A press of the lever starts hydraulic-type action that slowly dumps load of "cement." Smart cab with wrap-around windshield sits between 2 diesel exhausts. Sturdy steel body, plastic trim. Rubber tires. From Japan. 14 inches long.

49 N 4233 – Shpg. wt. 4 lbs . . $3.97

$3.99

Motor-sound Cement Mixer . . drum revolves and tilts

A cement mixer that really "mixes." Dump sandy ingredients in, revolve drum . . tilt it and mixture comes out and down chute. Roll across floor for a roaring, real motor sound . . . just like the big mixers. Plastic, heavy gauge steel. 14 inches long.

49 N 5632—Shpg. wt. 4 lbs. 4 oz . . $3.99

Fire Chief's Car leads the way for a Water-shooting Pumper . . Rescue Squad aids "injured"

3-piece Fire-fighting Set $7.77

Put out a raging "fire" with pumper fire engine. Swivel deluge gun actually shoots water up to 7 feet with garden hose attached. Ladders are removable. You've cleared the way with the fire chief's car with pretend flasher and siren. A rescue squad stands by with stretcher in case there's trouble. All vehicles sport high-gloss enamel and roll on non-marking whitewall tires. Each unit 12 inches long.
79 N 5596C—Shpg. wt. 8 lbs.. Set $7.77

Pumper Fire Engine $5.98

Snorkel Fire Truck $6.98

Powerful motor-sound Fire Rescue Truck $3.89

Engine roars as you race to a fire to the sound of friction power. Pretend flasher on cab clears the way. Two ladders for "climbing" tall buildings. Non-mar plastic tires. Steel truck 13 in. long.
49 N 5530—Shipping weight 3 pounds 4 ounces..... ..... . $3.89

Wailing siren clears the way . . snorkel basket with fireman turns 180°

Save $1.08 on Pumper and Snorkel Set $11.88

Pumper. You're ready to answer the alarm to fires large or small. Move this fire engine by friction power and turn crank to hear siren wail. Made of metal and strong plastic. Rubber-tired wheels. 16 inches long.
49 N 4258 Shipping weight 4 pounds. $5.98

Snorkel Fire Truck. When you press lever, boom reaches up to put out those high fires. Basket with fireman can turn 90 degrees left or right. Moves right along under friction power. Metal and plastic. 19 inches long.
49 N 4294—Shipping weight 4 pounds. $5.98

Pumper and Snorkel Fire Truck Set. Save. *Separate prices total $12.96.*
49 N 5678—Shipping weight 8 pounds. .....Set $11.88

Pumper and Fire Truck From Japan

$3.89

Suburban School Bus

Detailed interior and roof signs with "flashers." Hinged endgate. Swing-out stop sign. Smart whitewall, non-mar plastic tires, shiny-bright grille and bumpers. Metal and plastic. 15 inches long.
49 N 5551—Shipping wt. 2 lbs. 8 oz.....$3.89

$3.89

U.S. Mail Delivery Truck

Sliding side doors open; back doors swing out to unload the "mail." There's a dashboard, driver's seat and steering wheel inside. Whitewall, plastic tires; chrome-plated hubs. Steel 11½ in. long
49 N 5545 Shpg. wt. 2 lbs. 11 oz.....$3.89

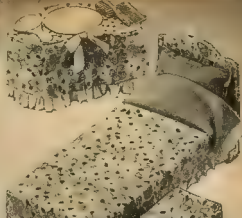
$4.97

Hydraulic Sanitation Truck

Friction-powered "motor" sound. When hand-operated bucket reaches top, gate opens. Bucket dumps load into truck. Hydraulic cylinder raises and drops load out lower gate. Steel 18 in. long
49 N 5560—Shpg. wt. 5 lbs. 4 oz.....$4.97

Beatle Dolls. These swingers are 4¼-inch caricatures, made of lifelike vinyl plastic. Rooted hair, in that famous Beatle cut
49 N 8445—Ringo Starr
49 N 8446—Paul McCartney
49 N 8447—John Lennon
49 N 8448—George Harrison
Shipping weight each 8 ounces.....Each $1.66

Musical Dog and Musical Bear. Wind us up at naptime, and we'll play you a pretty song. Our coats are made of soft, huggable rayon plush, and we're both trimmed with a rayon satin ribbon bow and cotton felt ears. Sparkly plastic eyes; cotton fill. 9 in. tall.
49 N 8483—Dog 49 N 8484—Bear
Shipping weight each 12 oz ....Each $1.66



Fashion Doll Boudoir Set. An elegant setting for Barbie, Tammy, Tressy and other dolls up to 12 inches tall. Includes comfy upholstered bed with floral printed vinyl spread and solid color pillow. Gracefully skirted dressing table for primping. And matching bassock that doubles as a dressing table stool.
49 N 8449—Shipping weight 1 pound..$1.66

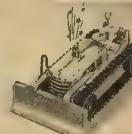
Barbie and Midge Travel Case. Just the thing for the well-outfitted doll who travels a bit. Very roomy inside . . gleaming black vinyl outside, with handle and zipper top. Measures 6x10x7¼ inches high.
Shpg. wt. 1 lb. 6 oz.
49 N 8451.....$1.66

Goofy Klock Kit. Put it together, tap switch—clock will dong, klank, wheeze. Do all but keep time. Plastic, 12 in. high. Order 2 "D" batteries.
Shpg. wt. 1 lb. 7 oz.
49 N 8488.....$1.66
"D" Battery.
49 N 4660—Wt. ea. 4 oz.
Each 16c....4 for 60c

Mr. Potato Head and Friends . . Oscar the Orange, Pete the Pepper, Katie the Carrot and Cooky the Cucumber. With a vast assortment of hilarious clothing, interchangeable facial and body parts. Plastic. 85 parts.
Shpg. wt. 12 oz.
49 N 8489—Set $1.66

Janie Rag Doll. Shy Janie is all dressed up in red-and-white checked cotton with a white blouse. She's a soft, lovable crib companion for babies and tots. Yarn hairdo. Painted face. 15 inches tall.
Shipping wt. 15 oz.
49 N 8485.....$1.66

Jet-Copter. Pull the cord and see it soar to 100 ft. Can also fly horizontally, in circles, skim along the ground—then land perfectly. 18-in. blade span. Plastic; no battery needed.
49 N 8487—Shpg. wt. 1 lb. 4 oz.....$1.66



Wind-up Tractor. Zooms over all obstacles in its way, shooting off harmless sparks. Very efficient tractor has steel body, rubber treads. Clock-spring motor with large key. 8¾ inches long.
Shpg. wt. 1 lb. 4 oz.
49 N 8454....$1.66

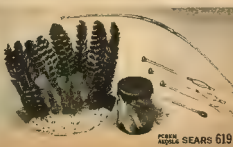
Flintstone Circus. Fred, Wilma and the whole gang as daredevil acrobats. Ten characters and nine accessory pieces, specially designed to snap together into limitless combinations. High-impact plastic.
Shipping wt. 14 oz.
49 N 8486.....$1.66

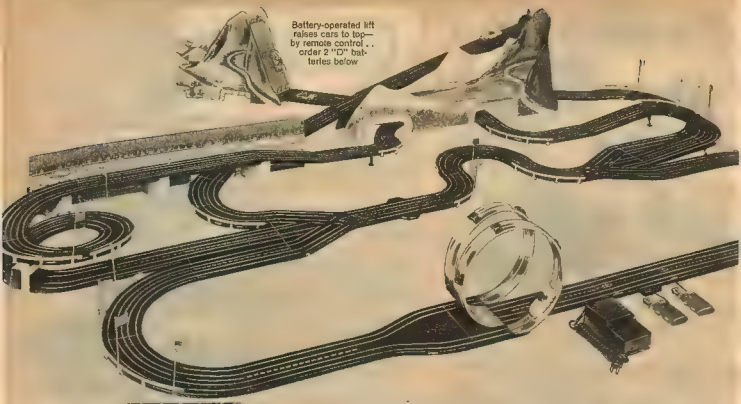
Slinky Toys. Pooch waggles, elephant wobbles. Styrene and spring steel. About a foot long.
49 N 8456—Dog Shpg. wt. 14 oz.....$1.66
49 N 8491—Elephant. Shpg. wt. 1 lb... 1.66

Amsco's Magic Gas Pump with tiger tail. Fill'er up. Attach suction cup nozzle to car or truck; turn handle, and it looks just like gas is pumping. Refills automatically. Durable plastic, 6¼ in. high.
Shpg. wt. 12 oz.
49 N 8458....$1.66

Carpenter's Tool Box. Everything for the little do-it-yourselfer . . includes 13 carpentry items "just like Dad's," in high-impact plastic. Comes in handy storage box of sturdy corrugated fiberboard box, polyethylene handle.
Wt. 1 lb. 10 oz.
49 N 8492—Set $1.66

Little Big Indian Chief. Heap snazzy outfit includes elasticized headdress ablaze with feathers; decorated tom-tom; 30-in. hickory bow, lacquered and gripped. Three crested arrows, safety-tipped with rubber cups.
Shpg. wt. 2 lbs.
79N8493C—Set $1.66





Mystery route selector track switches cars to any one of 3 courses

Your car is raised by power lift to top of mountain . . then it zooms down mountain pass at breath-taking speed and fish-tales into first curve

This is just one of the thrilling features of Sears new MATTERHORN HO Road Race

$39.95

Made by Lionel

Fast mountain roads, long straightaways, even a daring loop-the-loop. Actually over 40 feet of track, made into a thrilling race that is run on three separate circuits. The mystery route selector sends you on any one of the 3 courses, each with its own special feature . . . the loop-the-loop, the winding tight-curve descent, and the power-lift ride to the top of the mountain. Complete with XKE Jaguar and Thunderbird. Two hand controllers with brake and miles per hour indicator. 18-volt power pack.

79 N 9507C—Shipping weight 16 pounds.....$39.95

49 N 4660—"D" Battery. Shpg. wt. 4 oz.....Each 16c; 4 for 60c

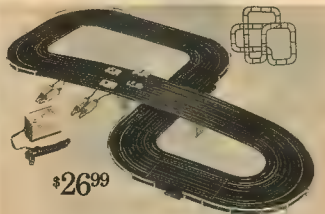
$15.99

Sky Driver HO Road Race by Marx

- 11 feet of exciting roadway in area only 41x48 inches wide
- Two racing cars with high-speed competition-designed motors
- Exclusive stick-shift controls duplicate thrill of gear shifting

Loads of fast action with the special Lane Changer Track to equalize the course, a wiggle obstacle track (duplicates a tricky oil slick or other such obstacle) . . but the greatest thrill of all is the Daredevil Jump where your car takes off and flies through the air. Lap counter records the race to ten laps. With controls, trestles, flags, 19-volt power pack included.

79 N 9534C—Shipping weight 7 pounds.....$15.99



$26.99

Aurora 4-lane HO Road Race

- Famous Ferrari, Cobra, Sting Ray and Mustang race cars
- Powerful Thunderjet 500 motors give cars tremendous speed
- 11 feet of 4-lane track converts to 20½ feet of 2-lane

Cars spin-out and weave on curves just like real racers, for fun and excitement at every turn. Real skill and timing are needed for fast lap times. Four plastic and metal cars about 2½ inches long, each with a push-button control. Chrome bumpers and rubber tires. Makes 23x25-ft. layout with 4-lanes. With guard rails, trestles. 20-volt power pack.

79 N 7623C—Shipping weight 8 pounds.....$26.99

Note: All Road Race Sets UL listed for 110-120-volt, 60-cycle AC.

ELDON 1/32 Scale Cars

For all Eldon Standard Road Race Sets. Plastic and metal replicas of famous racing cars. Powered by electric motor. Gear-driven. Rubber racing tires. Decals. 6-in. long Assembled

1 **"Offy" Roadster.** The front engine champ. Wt. 13 oz.
49 N 9997.....$3.97

2 **Corvette Sting Ray.** Sleek fast-back. Shpg wt. 10 oz.
49 N 9991 . . ..$3.97

3 **Indianapolis Formula 1.** Shipping wt. 4 oz.
49 N 9995 . . . . .$1.97

4 **Lotus Ford.** Shipping weight 10 oz.
49 N 9994.....$3.97

5 **Crash Car Jalopy.** Race it . . crash it . . watch it fly apart. Snaps back together easily, all set for another crash.
49 N 9990—Shipping weight 7 ounces... .... $1.99

ELDON 1/32 scale Accessories

For all Eldon Standard Road Race Sets. Enlarge and update your racing layout. Track sections made of asphalt-black plastic with metal conductors.

6 **Straight Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9986.....Pkg. 79c

7 **Curved Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9985.....Pkg. 99c

8 **Power Pack.** 16-volt D.C. UL listed for 110-120-v., 60-c. AC. On-off switch. Shipping weight 1 lb. 10 oz.
49 N 9952.....$4.97

9 **"Christmas Tree" Start with** finish-line win selector. Lights flash in sequence . . 3 yellow to green for "go" . . false start trips red foul light.
49 N 9964C—Wt. 2 lbs. $8.97

10 **Lap Counter Timing Bridge.** Race against the clock. Pre-set number of laps up to 25. Winner stops clock, which records winning time.
79 N 9979L—Wt. 2 lbs. $4.97

LIONEL 1/32 scale Cars, Track Accessories

Cars for Lionel Racing Sets. Plastic and metal with electrical motor, rubber tires. Assembled

11 **Ford Galaxie.** Head and tail-lights. 5 in. long. Wt. 5 oz.
49 N 9974 ..... .$4.99

12 **Corvette Sting Ray.** Sleek fast-back. 5 in. long. Wt. 4 oz.
49 N 9972. .....$4.97

13 **Jaguar XK-E Fast-back. "Jet power motor." 5 in. long.**
49 N 9968—Wt. 4 oz.....$4.97

Parts for Lionel Racing Sets. Made of metal and plastic.

14 **Straight Track.** 11¾ in. long.
49 N 9965–Wt. 4 oz. ea. 89c

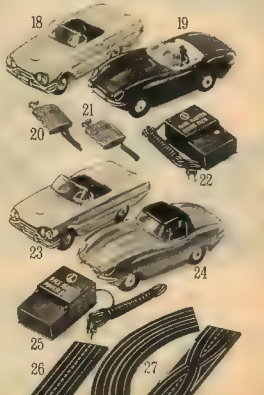
15 **Curved Track.** 45° with 14⅝-inch radius. Wt. 3 oz.
49 N 9967..... ...Each 89c

16 **Lane-changer Track.** 11¾ in. long. Pkg. of 2. Wt. 12 oz.
49 N 9966.... .. ..Pkg. $2.98

17 **Power Pack.** 14-volt DC. UL listed, 110-120-v, 60-c AC.
49 N 9643–Wt. 1 lb. 12 oz. $5.98

Repair Kit. 4 each: tires, contacts, springs, brushes. Lubricant.
49 N 7628—Wt. 4 oz.....$1.19

LIONEL HO scale Cars, Track Accessories



For Pikes Peak Set. 2⅜-in. plastic cars. Electric motor, rubber tires.

18 **Thunderbird "A" Car.**
49 N 9955 Wt. 4 oz. $3.97

19 **Jaguar XK-E "B" Car.**
49 N 9956—Wt. 4 oz. $3.97

20 **Change-a-Lane "A" Car Control.**
49 N 9953 - Wt. 4 oz. $2.97

21 **Change-a-Lane "B" Car Control.**
49 N 9954—Wt. 4 oz $2.97

22 **Car Lane Control Transformer.** Control cars independently with 2 cars in the same lane
49 N 9957–Wt 1 lb. 12 oz. $4.97

For Matterhorn, other sets. 2⅜-in. plastic cars. Electric motors

23 **Thunderbird convertible.**
49 N 9983—Wt. 2 oz. $2.44

24 **Jaguar XK-E convertible.**
49 N 9984—Wt. 2 oz. $2.44

25 **Power Pack.** 14-v. D.C. UL listed for 110-120-v., 60-c A.C.
49 N 9643- Wt. 1 lb. 12 oz. $5.98

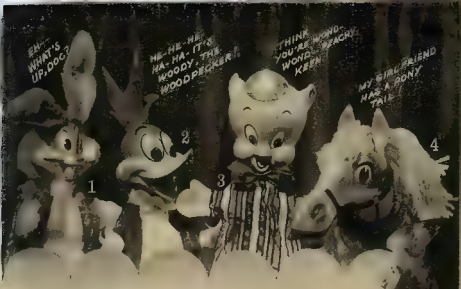
For all Lionel HO Sets.

26 **Straight Track.** 9 in. long
49N9976-Wt. 3 oz. Each 38c

27 **90° Curved Track.** Radius 9 in.
49N9977-Wt. 3 oz. Each 48c

28 **Lane Changer Track.** Pkg. of 2.
49N9980-Wt.6oz.Pkg.$1.69

Repair Kit (not shown). 4 tires, contact brushes, 2 guide pins, oil.
49 N 7629—Wt. 4 oz.....99c



Mattel's Talking Hand Puppets

each $3.94

Pull the Chatty ring . . hear puppets' comic phrases. You never know what they'll say next. No batteries required . . and you can make their mouths move as they talk.

1 **Bugs Bunny.** Vinyl face, fluffy plush body. 15 in. to ears.
49 N 6174—Shipping weight 1 pound 4 ounces.....$3.94

2 **Woody Woodpecker.** Vinyl head, soft cloth body. 15 in.
49 N 6162 Shipping weight 1 pound 4 ounces.....$3.94

3 **Porky Pig.** Vinyl head, soft cloth body. 12 in. tall.
49 N 6145—Shipping weight 1 pound 4 ounces..... 3.94

4 **Mr. Ed.** Vinyl head, plush body, yarn mane. 12¾ in.
49 N 6172—Shipping weight 1 pound 4 ounces..... 3.94

Musical Winnie the Pooh Hand Puppet

$3.99

5 Lovable bear now a Walt Disney puppet of apricot plush. Plays nursery tune on Swiss music box when string is pulled. Cotton-stuffed head, big black eyes. 14 in.
49 N 6119—Wt. 1 lb. 2 oz. $3.99

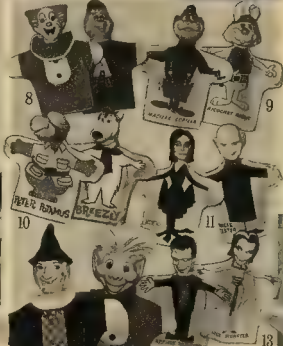
Winnie the Pooh and Tigger Hand Puppets

Tame fellows by Walt Disney have cotton stuffed heads. 14 in. tall.

6 **Tigger.** Gold and black plush.
49 N 6116—Wt. 12 oz. $2.57

7 **Pooh Bear.** Apricot plush.
49 N 6115—Wt. 12 oz. $2.57

$2.57 each



Puppet Theater converts to Marionette Stage

$4.89

Theater of sturdy reinforced fiberboard is colorfully printed in red and blue on white background. Plastic curtain hangs from top for use with performing marionettes. Shift curtain to bottom . . and there's a puppet stage. 5 feet tall . . lots of room for young puppeteers to work. Unassembled. Puppets not included.
79 N 6203C—Wt. 9 lbs.....$4.89

Popular character Hand Puppets

Each
Set of 2 $1.77

More fun than ever because they come in pairs. Favorite story and TV characters have brightly colored cotton bodies, soft vinyl heads. Comic performers 10 inches high.
(8) 49 N 6147—Bozo and Alvin
(9) 49 N 6107—Magilla and Ricochet Rabbit
(10) 49 N 6110—Peter Potamus and Breezly
(11) 49 N 6109—Morticia and Uncle Fester
(12) 49 N 6146—Witch and Troll
(13) 49 N 6108—Herman and Lily Munster
Shipping weight set 8 ounces.....Set of 2, $1.77

Ventriloquist Dummies

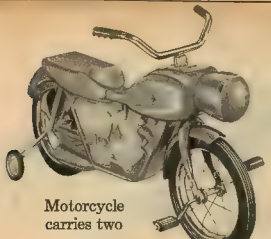
$5.39 and $6.89

Like the ones professional performers use. Jerry and Danny, the saucy dummies you've seen have strings you pull to make them "talk". Learn to "throw" your voice, using the record below to learn how it's done. Fully clothed, with vinyl heads, cotton stuffed bodies. Instructions.

14 **Danny O'Day.** About 30 inches tall.
49 N 6158—Shpg. wt. 3 lbs $6.89

15 **Jerry Mahoney.** About 24 inches tall.
49 N 6157 Shpg. wt. 2 lbs. 8 oz..... 5.39

33⅓ rpm **Record and Skit Book** by Jimmy Nelson.
49 N 6204—Wt. 1 lb..... .$2.79

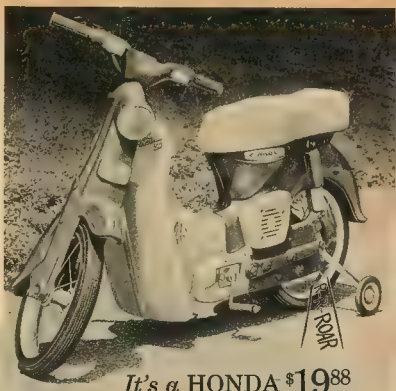


Motorcycle carries two

$14.97

Realistic engine detail. 12 inch steel-spoke wheels roll on semi-pneumatic tires. Training wheels come off to make it a fast two-wheeler. Extra strong linear polyethylene body, metal fenders and wheels. Chrome-plated steel handle bars fully adjustable. Red and aluminum color. Measures 36x24 inches. Unassembled.

79 N 8607L. Shipping weight 14 pounds. $14.97



It's a HONDA $19.88

$2.97

V-RROOM!

Sounds like a real-revving engine. No batteries needed—just pump the handle and hear it sound off, flip a switch and horn sounds. Mountings incl.

49 N 8631—Wt. 2 lbs. $2.97

Add exciting motor sounds to any bike or trike handlebar

$3.44

TIGEROO

Squeeze handgrip for real action —see gleaming-white fangs and mouth open as he bellows forth a jungle roar. Boldly-striped plastic. Tail included.

49 N 8634—Wt. 2 lbs.. $3.44

Looks and sounds like a real motorcycle

Chain-driven pedal action provides the motion. Steel-spoke wheels roll with the greatest of ease on semi-pneumatic tires. Realistic motor sound . . no batteries needed. Big, comfort-contoured seat. When confidence comes, training wheels are removable. Authentic cream and red color plastic body. "Headlight" and other decorations finished in aluminum-color paint. Measures 27 in. high, 45 in. long. Partly assembled. Freight (rail or truck) or express

79 N 8635N—Shipping weight 20 pounds. $19.88

Just say "Charge It" when you phone your order

$23.44

14-in. rear wheels make it our steadiest 3-wheeler

Sure-footed even on the sharpest turns. Chain-drive with all ball-bearing movement. Springy vinyl seat, 16-inch front wheel and semi-pneumatic tires. Strong red and white steel frame. Adjustable chrome-plated handlebars. Plastic pedals and hand grips. Chain guard encloses chain on both sides for safety. Leg reach 18 inches and longer. Unassembled.

79 N 8796L—Wt. 37 lbs. . . . $23.44

$9.97

Unicycle

New fun fad that's rolling across the country. Good test of balance. Big 18-inch wheel with semi-pneumatic tire with plastic pedals. Rolls on ball bearings. Banana seat with coil springs fully padded. Steel frame finished in white. Adjust seat to your height. Partly assembled.

79 N 8639C—Wt. 13 lbs. $9.97

Sidewalk Bike with coaster brake

- Coasts without pedaling
- Brakes to a fast, sure stop
- Remove bar for a girl's bike

Low price for big bike features? Sure. Coaster brake allows coasting without the turning of pedals. Chain drive for real power. Adjustable vinyl seat and chrome-plated handlebars with gay-color streamers. Take off crossbar and you have a girl's bike. Training wheels come off, too. 13-inch semi-pneumatic tires, nylon bearing wheels. 16 to 19-inch leg reach. Unassembled.

79 N 8632L—Wt. 26 lbs. $18.88

$18.88

Big bike styling, yet steady as a trike . . . training wheels remove

Because there's no bar on this chain drive bike, boy or girl can get on or off easily. Bright red and white trim. Nylon bearings, 13-inch wheels, semi-pneumatic tires. Steel frame, chain guard and adjustable seat. Plastic pedals and grips. For 15 to 19-in. leg reach. Unassembled.

79 N 8604L—Wt. 26 lbs. $14.77

$14.77

Converts from a wagon to a scooter in seconds

Just take off side rails and handle and you have a fast-rolling, push-along scooter
Steer with your feet while you coast along
Touch brake bar to stop rear wheels

$14.99

Scoot-wagon features modern wrap-around steel side walls. Rolls easily on ball bearing wheels that measure a big 9½ inches. Semi-pneumatic 1¾-in. tires offer a soft ride. Take off big, square-grip handle and side rails and it's a hot-to-go scooter. Press chrome-plated brake against rear wheels to stop. Steel finished in metallic sea-mist blue, 37x16 in. wide body. Unassembled

79 N 8101L—Shipping weight 37 pounds.....$14.99

$10.88

Wooden stake Wagon . . . strong, rugged for hauling . . . take off the sides and it's a sleek coaster

Hardwood body on heavy-duty steel chassis. Natural finish wagon bed with red enameled stakes. Front and back edges of bottom beveled for smooth fit. Recessed tie rods. Stake brackets plated for rust protection. Graphite bearings need no oiling. 7x1¾-inch semi-pneumatic tires. Wagon measures 30 in. long by 15 in. wide. Sent partly assembled.

79 N 8119K—Shipping weight 23 pounds.....$10.88

Steel Wagons roll on ball bearing wheels for the quietest, easiest and smoothest ride yet

Sleek styling for the boy on the move . . smooth and fast, too. Heavy-gauge steel body with rolled edges for safety and strength. Bright red-enamel body sports a white trim. White wheels roll on semi-pneumatic, puncture-proof tires. Black enamel undergear, tubular steel handle. Square fit-grip handle helps make it easy to hold and guide. Shipped partly assembled Instructions included.

1 **Medium Wagon.** 34x16 in. wide. 8¼-in. wheels. 1¾-in. tires. **79 N 8114L**—Shipping weight 26 pounds.....$7.44

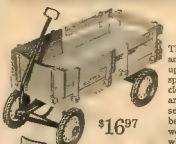
2 **Large Wagon.** 36x17½ in. wide. 10-in. wheels. 1¾-in. tires. **79 N 8116L**—Shipping weight 31 pounds.....$8.88

$5.66 **$3.66**

Just right for little fellows

Small Wagon. 28x13 inches wide. Red steel body with turned edges. 7-in. wheels, 1¼-in. semi-pneumatic tires. Partly assembled. **79 N 8113C**—Wt. 18 lbs. $5.66

Tot Wagon. 25x12 in. wide. 6-inch wheels, molded rubber tires. Bright red steel body. Sent partly assembled. **79 N 8110C**—Wt. 11 lbs. $3.66



$16.97

Big stake Wagon for man-size loads

This wagon's a full 3 feet long and 8½ inches deep with sides up. Lift off sides and you have a speedy coaster. Reinforced with cleats, box rods. Big 10-inch artillery-type wheels, 1¾-inch semi-pneumatic tires. Nylon bearings. Clear varnished hardwood body, red enameled stakes, white trim. Partly assembled. **79 N 8111L**—Wt. 38 lbs. $16.97

$14.99

3-wheel Delivery Cycle

Bright red-and-white steel body. Ball bearing, 16-in. pedal wheel. Semi-pneumatic tires. Heavy plastic windshield, plastic handle grips and streamers. Unassembled. **79 N 8613L**—Wt. 28 lbs. $14.99

$2.99

Wheelbarrow and Shovel

Green enameled steel wheelbarrow 18x15x6½ inches deep. Yellow steel handles. 7½-inch disc wheel, semi-pneumatic tire. Unassembled. 24-inch, steel and wood shovel. **79 N 8010C**—Wt. 8 lbs....$2.99

BATTLE ACTION by IDEAL

Bridge explodes, tree falls, machine gun chatters . . in Sears exclusive Ambush Set $6.66

Get all the sound and action of full-scale combat—in one set. U.S. soldiers advance onto 36x20 inch enemy terrain. Two 15-inch 3-dimensional settings are spring activated. Jeep vehicle triggers road block—a tree topples and vibrating machine gunner opens fire. Truck in rear rumbles onto device that explodes mined bridge into 2 flying sections. Plastic. 27 men, 2 vehicles
49 N 5970—Shipping weight 3 pounds 3 ounces. . . . . Set $6.66

66c

44-piece "Fighting 69th" Set. Includes six 3-inch infantrymen plus 38 detachable combat accessories. Realistically detailed plastic, fine hand coloring.
49 N 5974—Wt. 5 oz. . . . 66c

66c

45-pc. "Carlson's Raiders" Set. Includes six 3 inch U.S. Rangers plus 39 combat accessories that snap on and off. Realistically detailed, hand-colored plastic
49 N 5977—Wt. 5 oz. . . . 66c

66c

35-piece "Screaming Eagles" Set. Includes six 3-inch para troopers plus 29 accessories that snap on. All hand-colored plastic
49 N 5975—Wt. 5 oz. . . . 66c

66c

31-piece "Devil Dogs" Set. Includes six 3-inch Marines plus 25 combat accessories that snap on and off. Hand-colored plastic
49 N 5976—Wt. 5 oz. 66c

Four Soldier Sets above made in British Hong Kong

Soldiers pop up, fire rifles from Sniper Post $3.77

Five soldiers are mounted on heavily fortified parapet. Pull cord on spring-activated motor. They individually spring up in staggered sequence, open fire, drop for cover then pop up again. 15x9 inch plastic setting, 8 additional soldiers
49 N 6075—Wt. 2 lbs. 1 oz. $3.77

Sound and action of a Machine Gun Nest $3.68

Stranded machine-gun team waits in burned-out house ruin. At the first sign of danger, pull cord on spring-activated motor. Both let loose scathing bursts of gun fire. Machine guns actually vibrate and chatter when fired. 13½x8-in plastic setting with 8 additional soldiers. Requires no batteries.
49 N 6074—Wt. 1 lb. 9 oz. $3.68

Watch fierce Vikings attack gallant Knights

Catapults bombard an ancient castle as armored knights swarm across moat to repel invading Norsemen (all figures 2¼ inches tall . . finely detailed plastic)

124 pieces $9.97

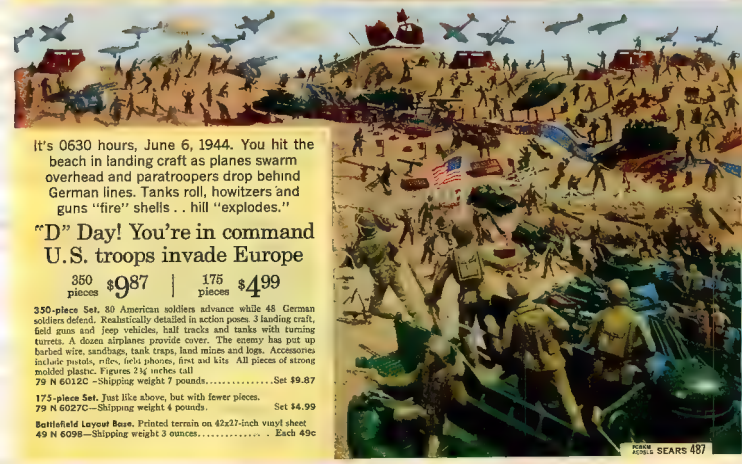
A cry of alarm echoes thru the castle chambers . . your castle is under attack and you send out your bravest knights, with shield and sword, across the drawbridge and over the ramparts into the heat of battle. The enemy bombards the ancient walls with powerful catapults. Invading Norsemen, numbering 54, approach on horseback and foot . . they fall back behind the cover of trees, stone walls and rock formations. You send more knights, there are 36 in all, their armor shining brightly, charging into the fight. Plastic base adds realism. Metal castle 22x17x14 in. high.

79 N 5940L—Shipping weight 10 pounds.....Set $9.97

57-piece Play Set $4.99

It seems as if every castle in merry old England is under attack . . and this one's no exception. 27 Vikings, 18 Knights . . Catapults, horses. Printed base, metal castle 22x17x14 in. high. Wt. 5 lbs.

79N6053C. $4.99



It's 0630 hours, June 6, 1944. You hit the beach in landing craft as planes swarm overhead and paratroopers drop behind German lines. Tanks roll, howitzers and guns "fire" shells . . hill "explodes."

"D" Day! You're in command U.S. troops invade Europe

350 pieces $9.87 | 175 pieces $4.99

350-piece Set. 80 American soldiers advance while 48 German soldiers defend. Realistically detailed in action poses. 3 landing craft, field guns and jeep vehicles, half tracks and tanks with turning turrets. A dozen airplanes provide cover. The enemy has put up barbed wire, sandbags, tank traps, land mines and logs. Accessories include pistols, rifles, field phones, first aid kits. All pieces of strong molded plastic. Figures 2¼ inches tall

79 N 6012C—Shipping weight 7 pounds.....Set $9.87

175-piece Set. Just like above, but with fewer pieces.

79 N 6027C—Shipping weight 4 pounds. Set $4.99

Battlefield Layout Base. Printed terrain on 42x27-inch vinyl sheet

49 N 6098—Shipping weight 3 ounces..... Each 49c

Whoosh! Race 2 hot-rods, 2 motorcycles down drag strip past wrecker and truck

6-piece Set
$8.99

Haul two hot to-go Honda motorcycles to the drag strip in a pick-up truck. Truck features easy-loading tailgate. Race down the straightaway in two free rolling hot rods. Slick "soft-top" roadsters. When "mishaps" occur, 14-inch service wrecker stands ready to go to the rescue. All road equipment features non-mar plastic tires, auto-steel construction and bright-plate trim.
Shipping weight 10 pounds.
79 N 5554C. . . . . Set $8.99

U-Haul Rental Trailer and Truck $3.99

Truck with wrap-around windshield carries a movable trailer hitch. Trailer has snap action door catch. Both feature auto-steel construction, high-gloss baked enamel and white sidewall tires. 22 inches long.
49 N 5537—Shipping weight 4 pounds. . . . . Set $3.99

Kennel Truck carries a dozen dogs $2.99

See-through plastic kennel with movable top and sides lifts off to become a permanent-type kennel. Steel Ford truck complete with wrap-around windshield, windows and non-mar plastic, whitewall tires. 11 in. long.
49 N 5407—Shipping weight 2 pounds 7 ounces $2.99

Milk delivery Truck

$3.89

Just like the family milkman drives. Sliding side doors and swing-out back doors. Colorful billboard on side features Essie the Borden cow. Milk carrier holds 6 fillable polyethylene bottles. Steel truck 11½ in. long. Shpg. wt. 2 lbs. 13 oz.
49 N 5552. . . . . $3.89

R.E.A. Express Van

$2.99

Deliver surprise packages to Mom and Dad. Steel truck has 2 side sliding doors and a swing-out back door. Detailed interior. Whitewall, non-mar plastic tires; plastic bumper. 11⅛ in. long.
Shipping wt. 2 lbs. 11 oz.
49 N 5540 . . . . . $2.99

Ice Cream Truck

$3.89

Rugged auto-steel construction, ringing bell and 2 sliding doors. Dish out treats through 3 big sliding windows. Fully detailed interior. Non-mar plastic, whitewall tires, plastic bumper 11½ in. long.
Shipping wt. 2 lbs. 11 oz.
49 N 5547 . . . . . $3.89

Pick-up Truck

$1.97

Strong steel promises miles and miles of trouble-free service. Truck body protected by real truck paint. Equipped with ball-type trailer hitch. Snap-open tailgate for easy loading. Sporty-looking chrome-plated wheel discs. 13 inches long.
49 N 5430—Wt. 3 lbs. $1.97

Traveling Zoo Truck

$2.99

Truck hauls 6 different jungle animals each in its own separate cage. Hi-impact plastic cage bars slide up to let the animals out. Steel truck rolls on white-wall, non-mar plastic tires. 14 in. Chrome-color grille trim.
Shipping wt. 2 lbs. 11 oz.
49 N 5543. . . . . $2.99

Coke delivery Truck

$3.89

What an exciting job . . delivering soft drinks all around town. Steel truck carries a city-wide, thirst-quenching supply of "Coke". Two hand carts. Truck rolls gently on non-mar plastic tires; 15 in. long.
Shipping wt. 4 lbs. 8 oz.
49 N 5553 . . . . . $3.89

Mr. Mercury, walking mechanical man

$5.99 no batteries needed

Press one of 4 buttons on control box to see him walk, bend, grasp and lift . . all by remote control. Picks up objects with plastic foam palms. 13½" tall. 30-pin flexible cable. Metal and plastic. Order 2 "D" batteries.

49 N 5783—Wt. 3 lbs. $5.99

"D" Battery. Wt. each 4 oz.

49 N 4660 La. 16c; 4 for 60c

Yetti, the shy abominable snowman

$2.98 batteries not required

It's been said he prowls the high Himalayas. As he walks along under remote control, he swings his arms around and bellows a scary sound. White plush body, plastic painted features. 10½ inches tall. Order 2 "D" batteries at left.

49 N 5692—Wt. 2 lbs. $2.98

The Creeping Hand

$3.97 batteries not required

Vinyl hand creeps and crawls. 4x8¾ in. long. Order 2 "C" batteries. Shpg. wt. 13 oz.

49 N 5861 $3.97

"C" Battery. Wt. each 2 oz.

49 N 4665 La. 16c; 4 for 60c

Tank explodes

when it hits a hidden mine as you guide it by remote control over a 4x3-foot battlefield

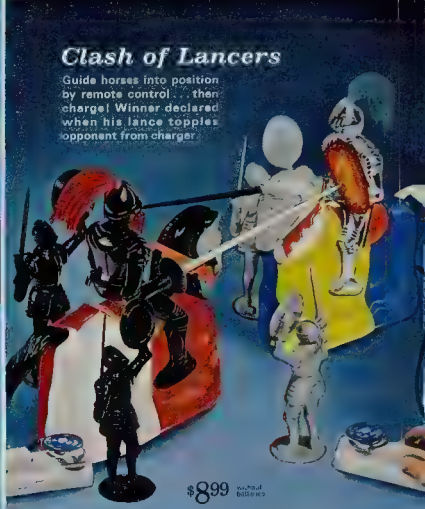
$4.99 batteries not required

Tank lumbers forward, backward, left or right. See who can make it across the cloth battlefield safely. 10½-in. plastic tank "knows" it if it rolls over any one of 10 magnetic mines . . reel "It's easy 6 maps. Order 2 "D" batteries.

Set $4.99

49 N 4211 Shipping weight 3 pounds

49 N 4660—"D" Battery. Wt. ea. 4 oz. Each 16c; 4 for 60c



Clash of Lancers

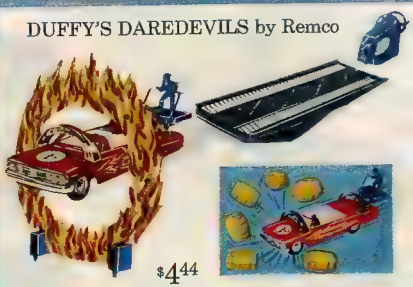
Guide horses into position by remote control . . . then charge! Winner declared when his lance topples opponent from charger.

$8.99 without batteries

Mount up the white knight, he's the favorite you know. Then the black knight approaches on his trusty steed. Armor protects the horses as they roll forth on battery-powered ribbed wheels. Now the knights try to unseat each other. If they both touch shields at the same time, then it's no contest. But if one manages to touch the other's shield, he sees his opponent fall in defeat. Plastic. 9 in. high. Order 2 "D" batteries.

49 N 5652—Wt. 3 lbs. 2 oz. Set $8.99

DUFFY'S DAREDEVILS by Remco



$4.44

Send car zooming from jet launcher, up ramp and thru "flaming" hoop . . see it roll over and crash into barrels

Thrilling excitement of men and machine testing their skills. Place car on jet launcher, crank it, send it "flying." "Bounce-back" balancer helps put 8½-in. plastic car back on all 4 wheels. Watch it zoom down a straightaway. No batteries needed. Made in U.S.A.

49 N 5828C—Shpg. wt. 3 lbs..... $4.44

Western Flyer Thunder Rod Moto Cycle

- Thunder Rod Roaring Engine
- Hi-rise handlebar
- Pneumatic tires
- Banana seat
- Lavishly chromed

Life-like "motorcycle" sound! The exciting new Moto Cycle is loaded with extras! Thunder Rod engine roars, cylinders glow, "stick shift" varies "speed." Deluxe tank. Chrome rims, fenders, fork cap. Leopard pattern saddle—silver nylar trim. Crush rail. Approved coaster brake and reflector. Kickstand. Middleweight tires.
3FC1430—Flamboyant red with white trim.....**$35.95**

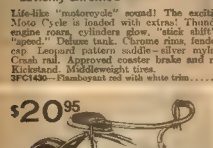
$35.95
20 in. Model

$29.95

Jr. Buzz Bike is convertible! Changes from boy's to girl's model easily in just seconds

Western Flyer Jr. Buzz Bike: A 20 in. Sports Convertible!

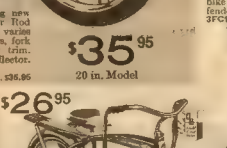
Look at the extras! Whitewalls! Little Banana Cushion-spring Seat! Chromed Butterfly Handlebar! Adjust crossbar funk—It's a girl's bike. Lower gravity center — you balance, pedal easier. 1¾ in. semi-pneumatic bike tread tires. Tangent bike spokes. Bendix safety-approved coaster brake. Chromed fenders, crash rail. Rear reflector. 5 in. training wheels.
3FC1432—Flamboyant red, white. White plastic seat grips **$29.95**



$20.95

14 in. Western Flyer 3-in-1 Trainer Cycle

14 in. Western Flyer. Remove twin crossbar it's a girl's bike! It's a trainer too has adjustable trainer wheels! Heavy-duty tubular steel frame. Chromed handlebar. Streamer grips. Deluxe ball-bearing wheels 1¾ in. semi-pneumatic tires. Fine quality "first" bike—thrifty price!
3FC1417—Flamboyant red, white trim **$20.95**



$26.95

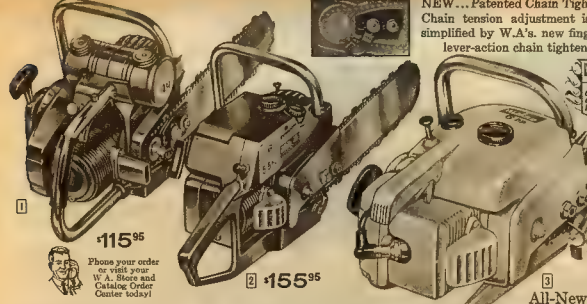
Western Flyer 3-in-1 Sidewalk Bike

14 in. Deluxe! All features of 3FC1421 PLUS: Lavishly chromed Gothic design fenders. Handy rugged luggage carrier. White sidewall chain-tread tires. Streamer plastic grips. 2-tone vinyl plastic-covered saddle—padding and springs. 5 in. adjustable training wheels are removable. A W.A. Gold Crest Value!
3FC1422—Flamboyant red, white trim. ...**$26.95**

$24.95

Western Flyer 16 in. 3-in-1 Convertible! It's a trainer! A boy's bike, a girl's bike!

Big 16 in. Sidewalk Bike! Fat tank in downward position—it's a girl's bike! Welded tube steel frame. Streamlined tank. Gothic style white striped fenders. Adjustable tangent bike spokes. Chromed rims. Safety approved coaster brake. Ball-bearing front hub. Chromed handlebar. Flashy bow-tie pedals. 1¾ in semi-pneumatic tires. With 5 in. adjustable training wheels. Sleek, safe, speedy!
3FC1421—Flamboyant red, white. Jet-line chain guard. . . .**$24.95**
3FC1431—20 in. model. 1-pc. crank, approved reflector. . . **27.95**



NEW... Patented Chain Tightener. Chain tension adjustment is now simplified by W.A's. new finger-tip lever-action chain tightener

Gold Crest Roller

FREE Grease gun with Super Light Saw

[1] $115.95

Phone your order or visit your W. A. Store and Catalog Order Center

[2] $155.95

[3] $180.95

Swift-Cutting Easy-to-Use Chain Saws

[1] **Wizard General-Purpose 4 H.P. Chain Saw.** Economy unit, ideal for orchard trimming, general clearing, keeping fireplace woodpiles well stocked. You'll be amazed at the time and energy you'll save with this perfectly balanced saw. Powerful 4 H.P. 2 cycle Power Products engine is horizontally mounted to reduce vibration, and extend engine life. Down draft carburetor keeps air cleaner away from dirt and dust. Same patented chain-tightener as on expensive models. Pressure-operated oil pump, wrap-around pistol grip handle, log spikes for sure grip. 16 in. guide bar.

4XC7130—Red enamel finish. $115.95

[2] **Wizard Heavy-Duty 5.5 H.P. Chain Saw.** This Wizard will save you time and money. Big 19 in. saw with lightning-fast direct-drive action and powerful 5.5 H.P. Power Products engine. Designed with the farmer, suburbanite, and pulpwood cutter in mind. Check these features: All-position carburetor, saw at any angle. Automatic centrifugal inboard clutch, flush-mounted for sawing close to ground. Lever-type chain-tightener, sets cleaned tightness in less than a minute. Recoil starter with nylon cord. Top-mounted oil cleaner. Push-pull choke presets throttle for easy starts.

4XC7135—Green enamel finish. . . $155.95

[3] **Wizard Powerful 6 H.P. Super Light Chain Saw.** New super light chain saw weighs 30% less than most saws of similar power—or about 10 lbs. lighter with no sacrifice of power with the powerful 6 H.P. West Bend engine. This new saw is the ultimate combination of power and light weight—an amazing 18 lbs.! Direct drive and positive-action clutch provide more high-torque cutting power than more expensive saws. No more handling throttle while starting engine . . . choke automatically presets throttle. New patented lever-type chain tightener ends chain tightening problems. 16 in. roller nose and guide bar lets chain zip around cutting end without usual fuel-and-time-consuming drag. Ball bearing roller nose. Free grease gun for proper servicing. Automatic-position carburetor. Automatic centrifugal clutch. Double acting oil pump, air filter away from dust. Log spike. Indian Gold. Sturdy frame. Easy to handle.

4XG7140—Gold Crest Value. Your price at W.A. $180.95

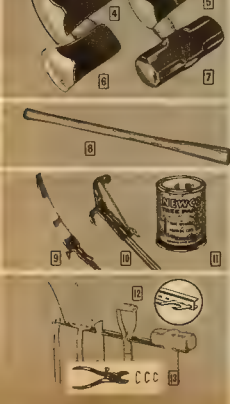
All-New Design *Super Light* Chain Saw

Replacement Parts and Accessories for Wizard Chain Saws

Size in Inches	Pitch	Drive Link Size	Chipper Chain		Guide Bar		Roller Bearing Nose Guide Bar	
			Cat. No.	Price	Cat. No.	Price	Cat. No.	Price
16	1/4	.053	4X6010	$20.65	4X6011	$17.45		
19	1/4	.053	4X6017	22.75	4X6012	19.75	4X6013	$34.29

4XK6029—Chain Sharpener kit, guide, file, 7/16 in. pitch. $5.98

Always match size, pitch, drive link thickness and sprocket



[4] **Single-Bit Jersey Pattern Axe.** Head forged from high-grade steel, 7 in. long with 5½ in. cutting edge.

X3386—30 in. hickory handle. $6.55

[5] **Double-Bit Michigan Pattern Axe.** High-grade steel head with 6 biting steel ridges inside to grip handle securely.

X3364—Polished bits. Hickory handle. $6.55

[6] **Single-Bit Michigan Pattern Axe.** Steel head is forged, heat-treated. 7¾ in. head has 5 in. cutting edge.

X3366—30 in. handle. $6.55

[7] **Double-Face Sledge.** Heat-treated steel head has polished faces. 32 in. handle and 6½ x 2½ in. head.

X3368—Total weight, 8 lbs. $6.85

[8] **Hickory Replacement Handles.** High-quality wood is sanded and waxed. 36 in. handles are perfectly shaped.

X3723—Pick, R.R. type (pictured). . . . $1.62
X3720—Sledge hammer 1.37
X3749—Axe, single bit 1.49
X3748—Axe, double bit. 1.49

[9] **Pole Pruning Saw.** 21 in. saw blade and 2 extension poles. May be used as hand pruning saw or with pole extensions. Adjustable to three positions.

X1543—Assembled length 9 ft.. . . . . $9.29

[10] **Pole Pruner.** Ideal size pruner has spring-cut motion . . . just pull rope. Cutlery steel blades and coil spring are replaceable. Free-action pulley. 2 extension poles have steel socket joints.

X1644—Assembled length 98 in. $6.19

[11] **Tree Wound Paint.** Recommended for all tree wounds over ½ in. leaves glossy surface that won't dry hard. Seals out moisture, keeps sap in.

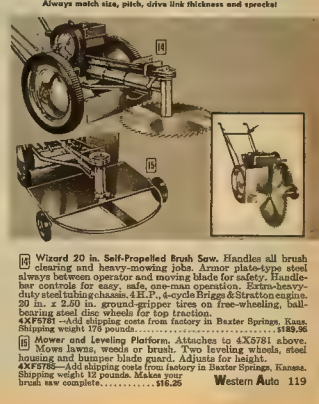
X1542—Maximum protection. Pint. 65c

[12] **Adjustable Garden Tool Rack.** Keeps tools in hangers. 5 hang hooks incl.

X3242—Galvanized, adjusts to 38 in.. . $1.78

[13] **Hog Ringer and Rings.** Made of high-quality malleable iron. Grooves inside jaw secures ring.

4X6410—Ringer with spring. $1.09
4X6414—Hog rings, box of 100. . . . . 28c
4X6415—Sheat rings, box of 100 . . . . 28c
4X6416—Pig rings, box of 100. . . . . 28c



[14] **Wizard 20 in. Self-Propelled Brush Saw.** Handles all brush clearing and heavy-mowing jobs. Armor plate-type steel housing and bumper blade guard. Adjusts for height.

4XF9785—Add shipping costs from factory in Baxter Springs, Kansas. Shipping weight 12 pounds. Makes your brush saw complete. $16.25

You have *maximum* air circulation with *minimum* sound when you own a WIZARD fan

WIZARD Hassock-Style Electric Fan **$32.95**

- Safe . . . fan blades and motor completely enclosed
- Features 1¼ in. thick foam removable cushion on top
- Mar-proof tipped feet won't scratch floor finish
- Easily cools average-size room at home or office

1 WIZARD Hassock-Style Fan. The perfect fan for complete air circulation in the home or at the office. Attractively styled: desert tan and dark brown. Complete with 1½ in. thick foam removable cushion . . . a handsome addition to any room's decor. Fan blades and powerful 3-speed motor completely enclosed . . . childproof. Built-in hooks hold cord out-of-sight when not in use. 115V, 22 Amps, 50-60 cycle, AC only. Charge it on W.A.'s easy, convenient terms.
6JC2030—16 in. high, 18 in. diameter $32.95

Circulates hot air to ceiling

Circulates air to every corner

Use as hassock, TV table

2 WIZARD 10 in. All-purpose Floor Fan. Lightweight, single-speed fan is perfect used as a stationary table fan or floor circulator. Fan cage rotates a full 360°. Easily cools an average-size room. Quiet, air-cooled induction-type motor contains no brushes to cause annoying TV and radio disturbances. Set on sturdy tubular chrome-plated base, won't tip. 4-pole motor. 115V, 60c, AC.
6JC2020 –8¾ lbs. $9.95

3 WIZARD 12 in. All-purpose Floor Fan. Fan cage rotates a full 360° . . . turn cool air where you want it. 3-speed, air-cooled motor operates quietly, even on high speed, contains no brushes to cause radio or TV disturbances. Sets on chrome-plated tubular steel tip-proof base . . . always safe. Lightweight fan easy to move from room to room, weighs only 12 lbs. Phone your W.A. Store.
6JC2025–115V, 50-50c, AC. $15.45

4-5 WIZARD Imperial Oscillating Fan. Highly polished, deep-pitched aluminum blades provide maximum air circulation . . . easy-to-use lock nut changes oscillating to non-oscillating. Induction-type motor built for years of trouble-free cooling, runs quiet. Tip-proof iron base, non-scratch fiber feet. Die-cast oscillating gear box pre-packed with special grease, won't leak. Shaft bearings are oil-impregnated. (4) and (5) are Gold Crest Values.
(4) 6JC2005—10 in. 1-speed $12.95
(5) 6JC2007 – 12 in. 3-speed. 19.95
(6) 6JC2009—16 in. 3-speed. 31.95

7-9 Economical WIZARD Deluxe Fans. Extremely lightweight, easy to carry wherever you need it the most. Perfect for circulating air in your bedroom on hot, summer nights. Non-tip stamped steel base features mar-proof fiber feet . . . put fan on any floor finish or furniture—won't scratch. All have keyhole slot in bottom for wall mounting. 6JC2004 oscillating model—pre-lubricated, fingertip clutch-type controls. Phone your nearby W.A. Store.
(7) 6JC2000—8 in. 1-speed $5.19
(8) 6JC2002—10 in. 1-speed 7.79
(9) 6JC2004—12 in. with switch. 1-spd 15.95

WIZARD circulating fans . . . perfect for home or office

Catalog No.	Size	Type	Speed	Watts	C.F.M. Air Displace.	Speed R.P.M.
(4) 6JC2005	10 in.	Oscillating	1 with switch	55	950	1950
(5) 6JC2007	12 in.	Oscillating (4-pole motor)	3 with switch	70	Low 825 Med 1025 High 1400	Low 1000 Med. 1300 High 1600
(6) 6JC2009	16 in.	Oscillating (4-pole motor)	3 with switch	95	Low 1350 Med. 1720 High 2100	Low 1000 Med. 1300 High 1600
(7) 6JC2000	8 in.	Non-Osc.	1	40	335	2100
(8) 6JC2002	10 in.	Non-Osc.	1	55	950	1950
(9) 6JC2004	12 in.	Oscillating	1 with switch	70	1300	1600

CFM is the standard by which velocity of air movement is measured. CFM means cubic feet of air per minute.

Prices include shipping costs to your W.A. Store . . . phone your order today to W.A. . . . Satisfaction Guaranteed or Your Money Back

10 Combination Bathroom Fan and Light. Keeps your bathroom completely odor/steam-free, and adds the convenience of a soft light. Attractively styled, too . . . features concave glass lens, triple chrome-plated frame and grille—keeps its glistening sheen for years. Has quiet, moisture-proof motor with pressure blower blade—provides 50 CFM. Mounts between joists 5-year guarantee (see pg. 359). 8 in. d. x 10 in. w. x 15 in. l.
6JX2855—Chrome and white . $24.95

11 Kitchen Ventilating Fan. Lifts odor-filled air and smoke up and out. For in-through-wall operation. Features counter-balanced flutter-free shutter in outside hood to prevent back draft when fan is off. Bright, chromed front safety grille. Adjusts to fit 4 to 8¾ in. walls. Produces 140 CFM.
6JX2890—11x11 in., chromed. . $19.95

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OF COMMERCIAL MODEL CAR RACEWAYS OFFERS

OFFICIAL CHAMPIONSHIP RACEWAYS

CASH IN ON COMMERCIAL MODEL CAR RACING A [illegible] $4.50 [illegible] en industry [illegible] de car ra[illegible]g is Amer[illegible] as fastest growing family hobby sport By operat[illegible]g a we[illegible] planned Ra[illegible]g Center in your comm[illegible]ty you can reap big profits [illegible] this booming market

MOST COMPLETE LINE OF EQUIPMENT. A[illegible]rican M[illegible] Car Raceways [illegible] the w[illegible]d's largest manufacturer [illegible] commercial car raceways offers the most and [illegible] complete line of equipment for M[illegible] Car Racing Centers Our C[illegible] Championship Raceways are [illegible] factory built and ready to install With the best [illegible] models from which to choose you can pick the raceways to fit your location and budget Most models can be set up [illegible] one day Shipments of American Classic Championship Raceways are already underway to more than 12 states

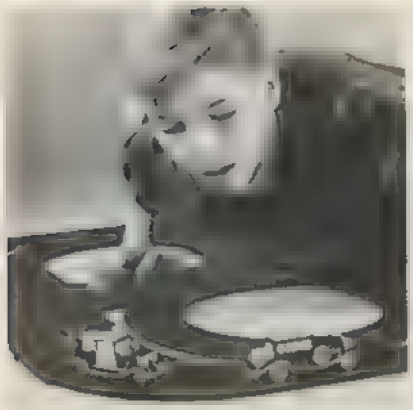
MOST OUTSTANDING PROMOTIONAL PROGRAM A[illegible]rican Model Car Ra[illegible]ways provides more [illegible] than any other manufacturer [illegible] including [illegible] operational manuals [illegible] of material sales boosters and the nation's most [illegible] model car ra[illegible]g [illegible] conducted under the [illegible] of the American Model Car Racing Commission

Deliveries from Los Angeles or Chicago

★★★

Wings and wheels with added thrills... Exciting new features for the '65 fair

To be supported nationally by the largest consumer advertising campaign in Wen-Mac history



"Getaway"
All new and exciting chase game

"Getaway" the new road chase game is a natural for kids. "Cops and robbers" combined with movement, noise, competition and skill in a low cost, high volume potential.

"Ford Lotus"
New speed control
Rugged heavy duty construction

This engine-powered scale model of the Ford Lotus reaches speeds up to 60 MPH, and also features the new speed control—the only practical one on the market. The body of high impact styrene on a rugged integral chassis is handsomely detailed but can withstand rough treatment.

"P26 Pursuit"
With exclusive new speed control and automatic-starting HOT SHOT engine

The speed control on this all new engine-powered P26 Pursuit now makes one man operation possible. Automatic starter! It can take off, fly, glide to a stop and take off again. Fast and rugged, it will generate excitement for customers, profit for you.

Stop in and see these and all the other new ones
Room 936, 200 Fifth Avenue, N.Y.C.

WEN·MAC

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AMT EXCLUSIVE!

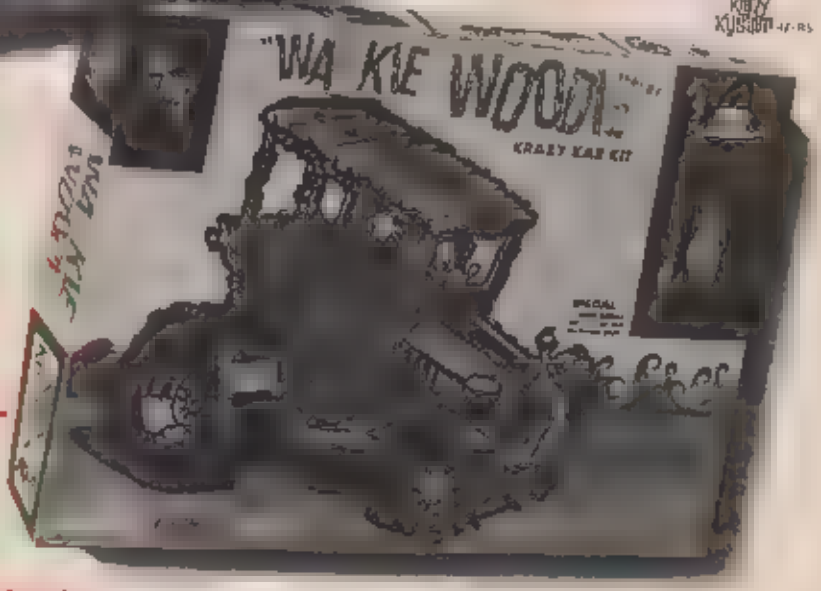
BARRIS built 'em...
AMT's got 'em...

NATURALLY!

SURF WEDGY
and
Kurt Brasser
VERSION

ALA KART plus
1932 FORD ROADSTER

amt



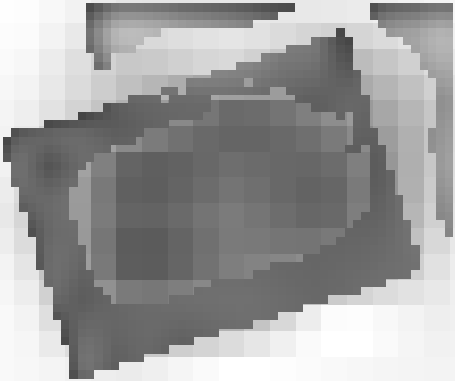
Krazy Kustoms for Kool Kit Kollectors -

AMT's "VA VA-VETTE" & "WACKIE WOODIE"

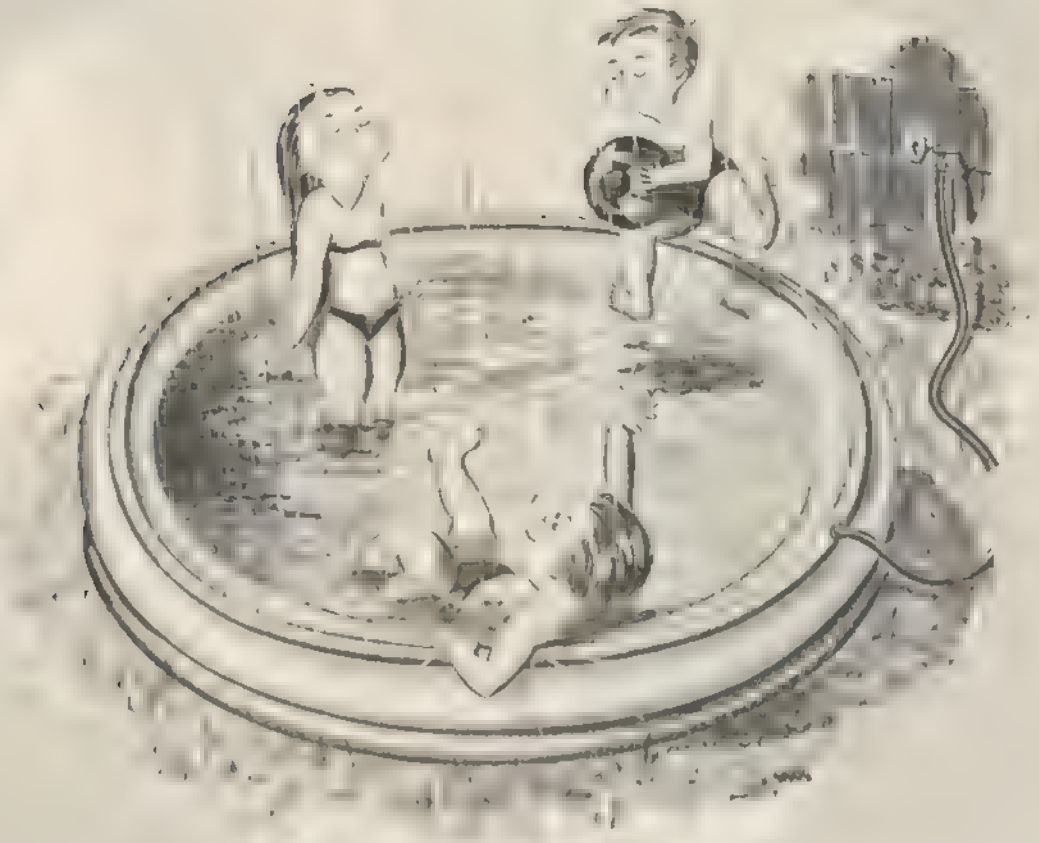
Dig that Kar-a-vaid new Krazy Kustom kits. Genuine [illegible] models in wonderful [illegible] with all of AMT's usual car-real detail. VA-VA-VETTE is a custom kitted [illegible] a swinging [illegible] WACKIE WOODIE is [illegible] and [illegible] the perfect surfy [illegible] of a real, sun-drenched woodie. Slicks, wood-spoke dummies, chrome exhausts, [illegible] body and more. Get your Krazy Kustoms now. $2.00 a kit. Extra: Official AMT Kar Decals included in every kit.

Every Part Fits in AMT Kits

AMT CORPORATION BOX 81 TROY MICHIGAN



NOTHING LIKE IT!



a brilliant NEW pool idea!

FOUNTAIN SPRAY POOL™

by ALVIMAR

Every child loves an outdoor shower. ALVIMAR adds this exciting fun feature to an ingeniously designed, new plastic inflatable wading pool.

A wall of tingling water sprays out of the upper ring of the pool. Children are covered with a refreshing shower as they jump in and out of pool. The home owner merely connects the garden hose to pool coupling to provide children with this extra pleasure. Adds new zest to back-yard 'water' play and to a volume sales season.

'FOUNTAIN SPRAY' INFLATABLE POOLS

- Each ring has its own inflating valve.
- SPECIAL "SPRAY RING" with female hose nozzle attachment.
- Durable, colorful vinyl.
- Silk screened bottom, showing pool in action.
- Special washer for hose attachment.
- Individually packed in "Self-Selling" illustrated poly bag. • Instruction sheet.

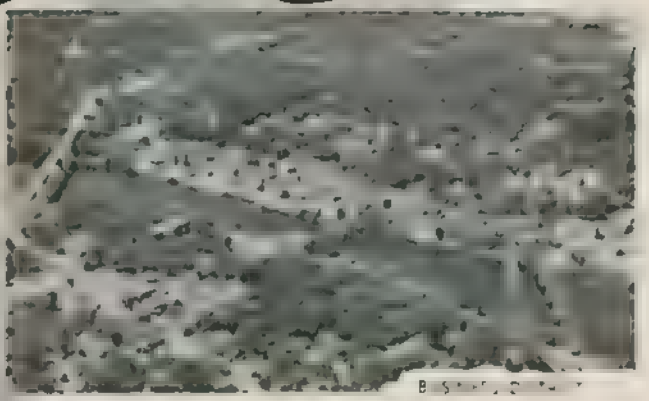
STYLE NO	APPROX SIZE	WATER CAP	PACKED PER CTN	WEIGHT PER CTN
1254	52" x 9"	100 Gal.	24 pcs.	63 lbs
1272	72" x 10"	140 Gal	12 pcs	50 lbs

ALVIMAR MFG. CO. INC.

1881 PARK AVENUE • NEW YORK, N. Y. 10035
SHOWROOM: 200 FIFTH AVENUE, N. Y. • ROOM 662

© 1965, ALVIMAR MFG. CO., INC.

AUGUSTA *The Capital City of Maine*



FORT WESTERN

AUGUSTA — The Capital City of Maine—straddles both banks of the Kennebec River at tide's head, at the site of several picturesque parks and many historic shrines and monuments. Situated at the terminus of the Maine Turnpike as it joins Interstate 95. Augusta lies at the crossroads for Routes 3, 8, 9, 11, 17, 27, 100, 104, 105, 201, 202, and at the center of the state's population. The ever-changing terrain of the surrounding Kennebec Valley delights the traveler.

Historic Fort Western was built in 1754 and completely restored on the original site as a museum. The museum contains many relics of early Maine history dating back to the time the fort was a trading post.

The Blaine Mansion used as the Augusta home of Maine's Governor during his term of office is open to the public, Monday thru Friday from 2-4 p.m. The Capitol itself is open from 8-5 p.m. daily. The Hall of Flags in the main rotunda is impressive. The State House museum has been rebuilt by Mr. Klir Beck and will delight the whole family. It also shows the wildlife of our State of Maine.

The Arsenal, built in 1828, now used as part of the State Hospital, has a beautiful site on the East bank that affords a fine view of the river, Capitol and the city.

Augusta - Hallowell Chamber of Commerce welcomes all Industries Inquiries and also Convention Information Requests. Our Industrial Park is located on the new Interstate 95 Freeway. Our State Armory accommodates 2500. Address inquiries to:

Augusta - Hallowell Chamber of Commerce
Memorial Circle
Augusta, Maine

LIGHTNING FAST BSA

LIGHTNING ... the super-fast motorcycle they are shouting about! HOT ROD magazine called it a real scorcher. Twin carburetors and superbly designed twin cylinder 40 cubic inch engine make miles melt in a flash. Hot cam and rapid gearing accelerate BSA Lightning to 100 plus in seconds. Yet Lightning runs cool in traffic. Outstanding maneuverability at all speeds. See your BSA dealer today.

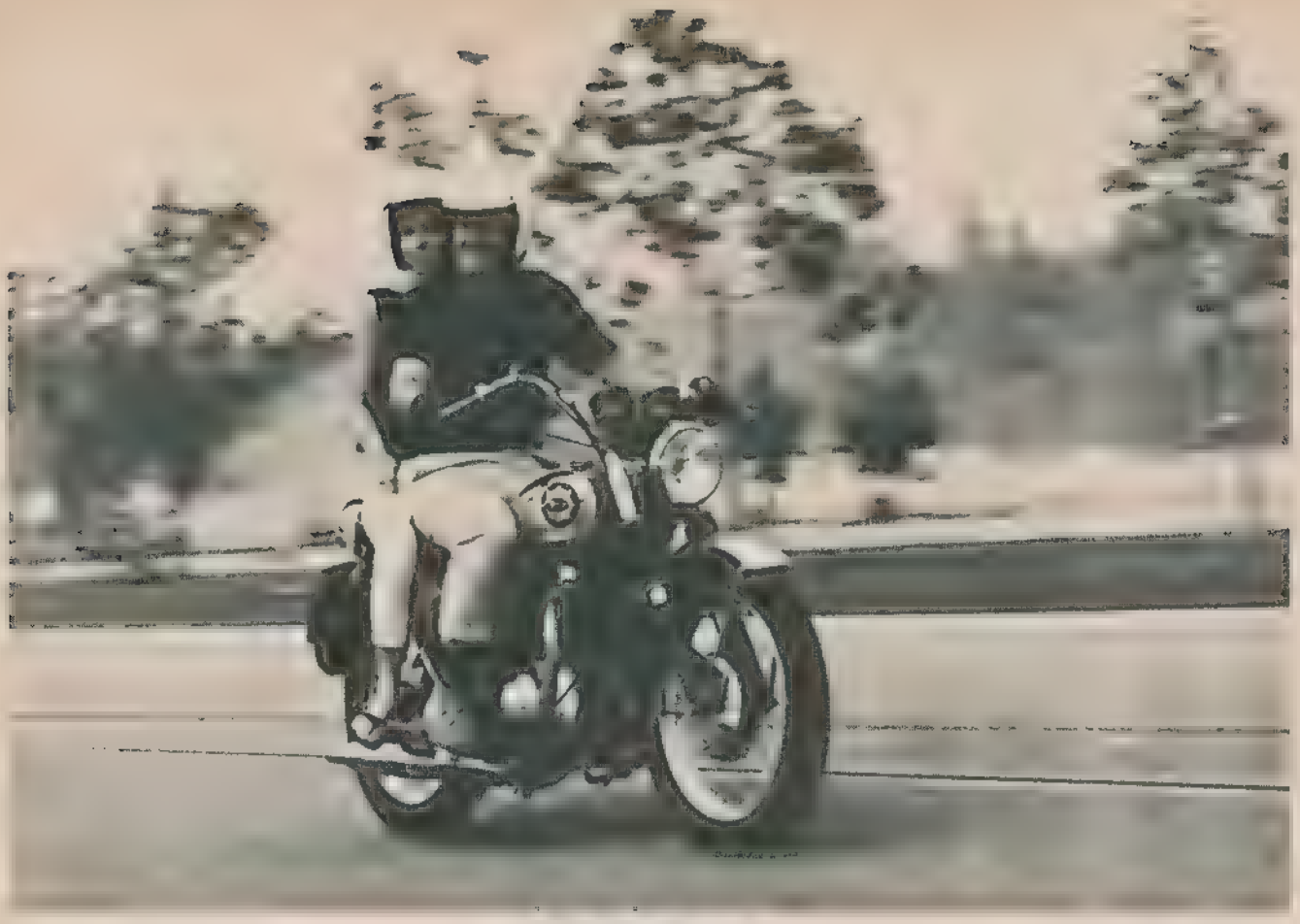
Move up to a MAN'S motorcycle..... Move up to a BSA

BSA

Write to nearest address for free catalog of all the new 1965 BSA models. (Catalog offer limited to U.S.A. residents.) Technical and appearance specifications may differ slightly between Eastern and Western models.

WESTERN FACTORY BRANCH
BSA MOTORCYCLES-WESTERN
Dept. W-96 3074 Broadway, Oakland, California

EASTERN FACTORY BRANCH:
BSA MOTORCYCLES Incorporated
Dept. W-96 639 Passaic Avenue, Nutley, N.J.



Move up to a MAN'S motorcycle...

the 1965 BSA LIGHTNING

Powered for action! A sparkling new 40 cubic inch twin cylinder, twin carburetor motorcycle acclaimed in HOT ROD magazine as "fastest motorcycle ever tested by HOT ROD!" See how well it handles at any speed. See how smoothly it runs in slow traffic, then opens up with spirited performance to more miles per hour than you'll ever need. Feel the powerful brakes that give you the confidence to handle any emergency.

Watch the new 9,000 r.p.m. tachometer on the 1965 BSA LIGHTNING Rocket as you rev up its newly designed crankshaft forged of molybdenum superstrength steel. You get even more power from new type cam ground pistons and opened-out intake ports. Quicker acceleration comes from an improved gear change mechanism and new faster gear ratios.

Fully chromed fenders, tank sides, and many other parts in chrome or polished alloy compliment the new blazing metallic red finish on tank top and new-form side nacelle panels.

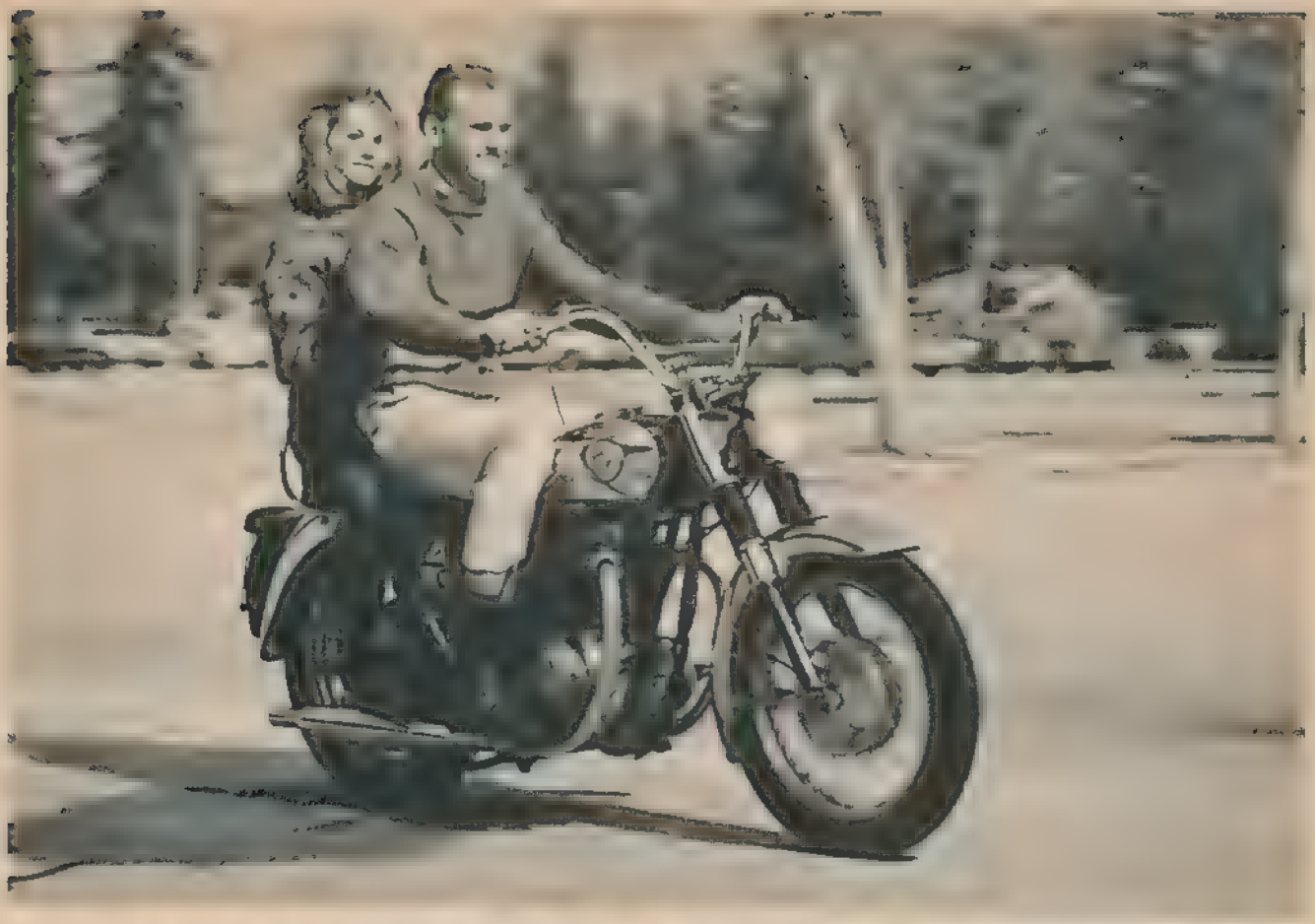
Surely you know by now that this motorcycle is not for the meek. It's a real fire-eater, but with the road manners and handling of a gentleman. The 1965 BSA LIGHTNING Rocket—a *man's* motorcycle. Your BSA dealer will gladly show you what we mean.

BSA

Write to nearest address for free catalog of all the new 1965 BSA models (Catalog offer limited to U.S.A. residents. Technical and appearance specifications may differ slightly between Eastern and Western models

Western Distributor
BSA MOTORCYCLES WESTERN
Dept. W43
3074 Broadway Oakland, Calif

Eastern Factory Branch
BSA Incorporated
Dept. W45
639 Passaic Avenue, Nutley, N. J.



HIGH-POWERED motorcycling fun with a 1965 BSA THUNDERBOLT

THUNDERBOLT! BSA brings you a fast 40 cubic inch twin ideal for enjoyment of the open road. You'll marvel at the way this handsome motorcycle so comfortably covers the miles in zestful performance and competent handling. A superb design incorporating the famous BSA unit construction engine-gearbox, the BSA Thunderbolt has the snappy full-race "Lightning" camshaft, high compression, new fast-acceleration gearing, and the simplicity of a single large carburetor.

Equipment includes full valanced fenders for best weather protection, speedometer mounted in "ultra-beam" headlight shell, and a fully enclosed final drive. Brakes are powerful 8" front, 7" rear with full width hubs.

The unequaled styling displays highest quality workmanship and superb finish. Appearance is further enhanced with fully chromed fenders, chrome on tank sides and many detail items, and polished alloy engine-gearbox unit. A rich metallic blue finish sparkles on tank top and nacelle panels mounted on a gleaming black frame. See it for yourself—the beautiful, high performing BSA Thunderbolt at your BSA dealer.

Move up to a MAN'S motorcycle..... Move up to a BSA

BSA

Write to nearest address for free catalog of all the new 1965 BSA models (Catalog offer limited to U.S.A. residents) Technical and appearance specifications may differ slightly between Eastern and Western models.

WESTERN FACTORY BRANCH
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Dept. W-55 3074 Broadway, Oakland, California

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Gradall®
GREAT!
For grading
and digging
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Especially sell more great toys from
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WORLDWIDE SALES COVERAGE: THE HENRY KATZ ORGANIZATION, TENTH FLOOR, 200 FIFTH AVENUE, NEW YORK, N.Y. 10010 (212) OR 5-0070

with a grin. "You can't get them to be Party Corner customers much earlier!"

What sort of inventory is needed and how much is the investment? According to Mr. Stalmaster, it falls within the normal limits of good business. "Naturally, there is a greater emphasis at the time seasonal or holiday parties are being held. But because we run this on a 12-month basis, we find we are able to even out the space which is allocated to the inventory and also the monetary investment. That's the great advantage to the entire operation. You don't find yourself suddenly hit with a big seasonal expenditure. It makes for better planning."

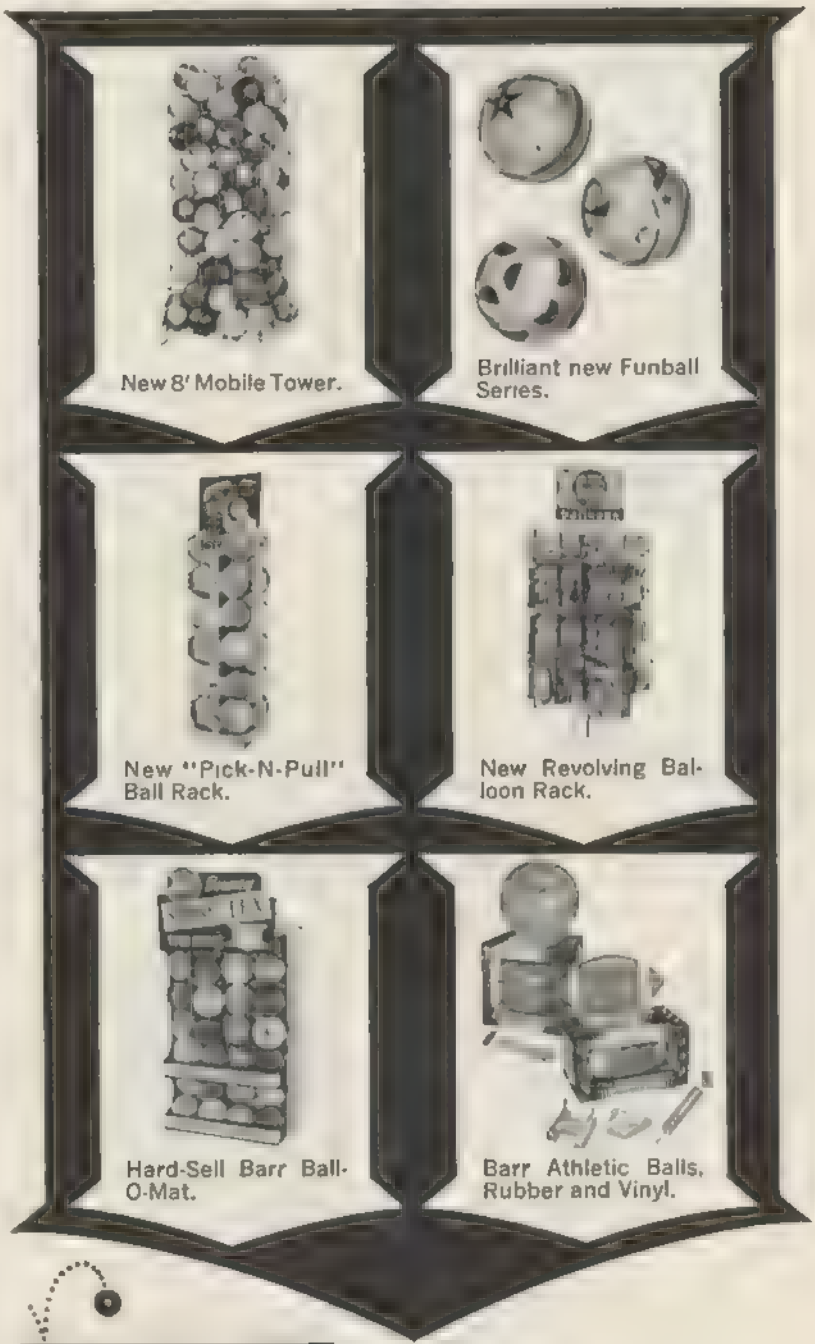
8 BIRTHDAYS A WEEK

In addition to the other help in the store, Party Corner requires one full-time saleswoman. "We run about eight birthdays a week on an average It might not seem like much until you start thinking not only about the preparation but the follow-through which is necessary." Follow-through is a major factor in the success of Party Corner and its contribution to the profit picture of Babytown. "It means not only calling the customer," Mr. Stalmaster continues, "but also constant checking that everything is all right. A satisfied customer will carry the ball for you throughout the entire year."

How important is Party Corner to the overall operations? Mr. Stalmaster will not contend that the store will stand or fall on these operations. "But you must remember this about a shopping center when compared to a neighborhood or downtown store. We have eight stores in this one area selling toys. Brandeis and Sears are department store competitors, almost like shopping centers unto themselves. And the unit sale in a shopping center is smaller because there are more stores for the individual to go shopping around. In addition, the parents come here to shop as well as to buy. Elsewhere, they have only one store and therefore, although the traffic may be lighter, the unit sale is higher."

The point that Mr. Stalmaster continues with is that the Party Corner

BARR'S *PZAZZ* PACKAGING PUTS *PZING* IN YOUR TURNOVER!


New 8' Mobile Tower.
Brilliant new Funball Series.
New "Pick-N-Pull" Ball Rack.
New Revolving Balloon Rack.
Hard-Sell Barr Ball-O-Mat.
Barr Athletic Balls, Rubber and Vinyl.

BARR

Your sales will PZOOM with Barr's self-selling toy designing and packaging

THE BARR RUBBER PRODUCTS CO., Sandusky, Ohio • N.Y. Office: 200 Fifth Ave.

5 TOP BUYS

FROM

Blazon ®REG TRADE MARK

PLUS MANY MORE
"SELLOUT" ITEMS
IN OUR SHOWROOMS.

If you want to be sure you've really covered the show make certain you see the Blazon line for 1965. They are the quality products that build volume sales . . . and good profits, too.

2-FUN FAIR

You've got to see this set in its attractive red, white and blue colors to appreciate its eye appeal. New smartly styled, modern looking, comfortable chairs. This set was a "Best Seller" last year and with its new chairs and new colors it will be a tremendous hit again.

1 KANGAROO PO-GO

A completely new and exclusive Blazon Po-Go Stick molded of tough polyethylene plastic. This item is destined to be another Blazon sell-out.

3 RIDING HORSES

There is nothing to compare to the Blazon line of horses. The horses are big, sculptured in detail, molded in tough polyethylene and handsomely finished. The exclusive, patented Blazon spring suspension system gives an action-packed ride without dangerous side-sway. You'll want Blazon horses in your stable of winners.

4-5 SNO-WINGS

Everywhere you look on coasting hills Sno Wings are taking over. The steel model is a proven winner and now there is an aluminum model, too. Sno Wings go like the wind, steer easily and are the safest coasters a child can ride. Have all the best features of a sled and a toboggan. Get in on the big swing to Sno Wing.

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ELECTRONIC
ARTIST
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A NEW ART FORM! Just squeeze colors on spinning turntable... see pictures form in seconds.
BATTERY OPERATED
Complete with 4 unbreakable bottles of safe, non-toxic paint and art boards
(Uses 2 size "D" batteries (not included)
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Switchboard

A WINNER in every category

IN PLAY VALUE...

"Switchboard" is loaded with things to do! The phones transmit voices perfectly. "Talk and hear—loud and clear." Both plug-in phones can be detached from the "Switchboard" and operated outdoors or indoors as "Walkie Talkies." Extension phone has a wall bracket and a long coil of connecting plug-in wire. The "Switchboard" operator controls, in addition to her phone: 4 bell-ringing switches ... 4 switchboard plug-ins ... an alphabet code wheel ... a dial ... and a message pad.

IN SALES APPEAL...

"Switchboard" is big and colorful; its impressive size—11" wide, 9" high and 5¾" deep—and its handsome black, red and yellow housing are sure-fire sales bait.

IN SALES VOLUME...

"Switchboard" is a winner. Buyers are committing themselves heavily. Get on the bandwagon ... for on-time deliveries place your orders now.

IN PACKAGING...

Attractive, 4-color display cartons.

IN QUALITY

"Switchboard" is loaded with electronic features fully guaranteed to work. Battery operated (batteries not included), it's molded of high-impact plastic to withstand rough handling.

IN PRICE & PROFITS...

"Switchboard" is an exclusive BRUMBERGER product! There's nothing else like it! It looks like ... and is worth more ... than its low, low price tag! Get your full mark-up.

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THE STUMP-JUMPER YOU CAN CRUISE ON THE ROAD!

Ever thought about off-road riding? Following forgotten trails and viewing new scenery? The Matador is the perfect bike for effortless trail riding, but it is also much more. It is a practical street machine for 60-mph highway riding.

Most important, the Matador has the controllable power to get you through when you feel the urge to pit your riding skill against a vicious-looking piece of countryside away from the trail. And the more off-road riding that you do, the more often you'll find yourself pulling off the trail to try out another rugged piece of land. The word for it is "adventure." No, you won't soon outgrow your Matador.

See your Bultaco dealer, or write for Brochure 7-B.

Matador — built to collect gold medals at the International Six Days Trial. What does it take to pick up a gold medal at an ISDT? You have to be a first-class enduro rider. And you need a bike that will servive 1200 flat-out cross-country miles without getting tired. You need an engine with the bottom-end torque to get you up greasy hillsides, over logs, and through oceans of deep, gooey muck.

The ISDT bike must have suspension so good that you can tear along through rough countryside, jump terraces, and dive off into boulder-strewn gullies and still stay aboard. And you have to be able to broadslide the corners on twisting, rough dirt roads at 60 mph. A tall order? You bet! But the Matador riders bring home gold medals from the ISDT each year.

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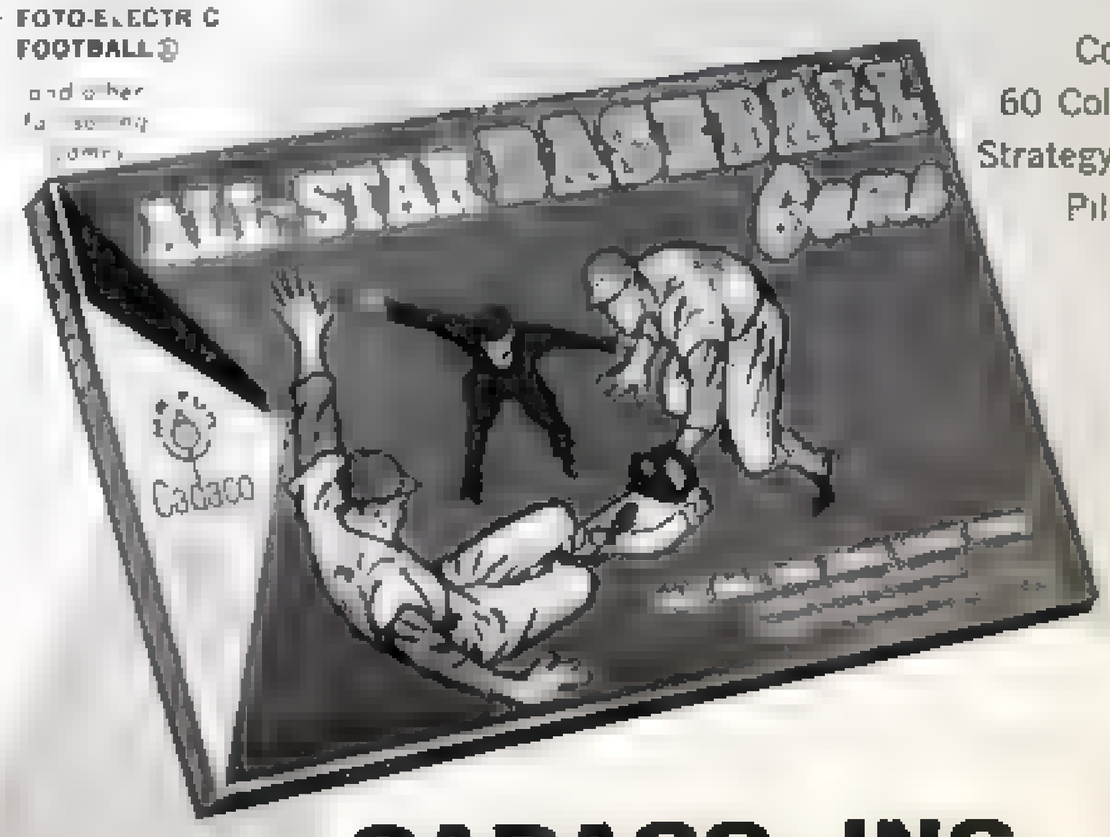

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Std. Pkg.—1 Doz. Shp. Wt.—25 lbs.

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[illegible]

[illegible] Were[illegible] going for us
Fr[illegible] have[illegible] us So labor costs you 20
30 percent less in Miami

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365 days[illegible] 365 T[illegible] any[illegible] of the[illegible] Or[illegible]
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Miami, Florida, toy-making capital of the world? Don't knock it.

Made in Metropolitan
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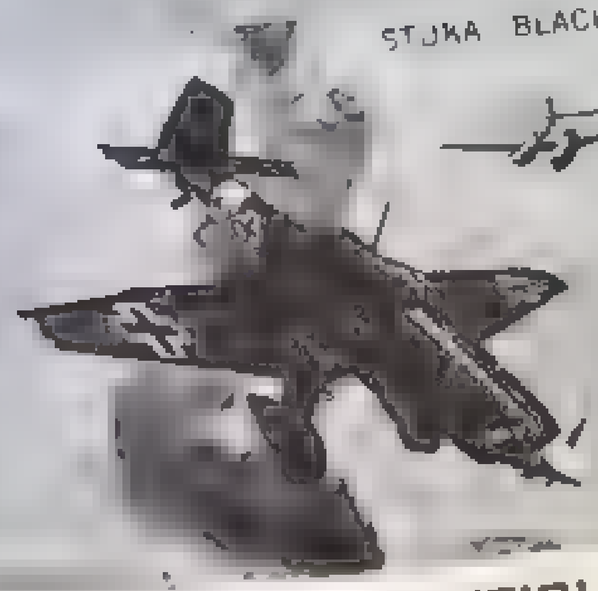
COX REALISTIC WW II historic planes with easy starting, dependable engines

REALISM

A-25 DIVE BOMBER

P-40 WARHAWK



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Eye-filling packaging!

Full color advertising to 2,235,000 "best family" prospects in BOYS' LIFE August, November, and December!

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The Cadaco-Ellis new $2 assortment is packed full of fun and excitement for boys and girls from 6 to 12. The assortment includes 3 each of these four games.

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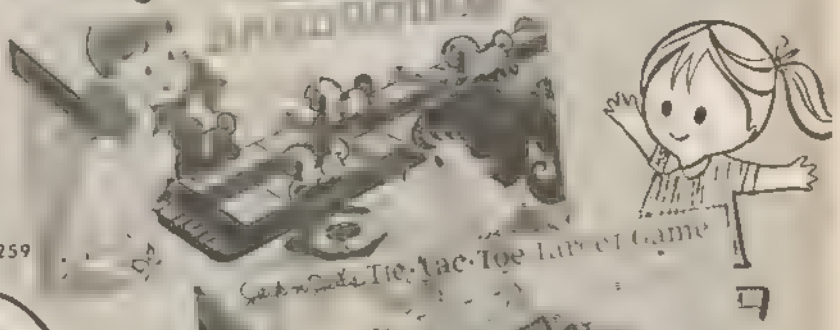

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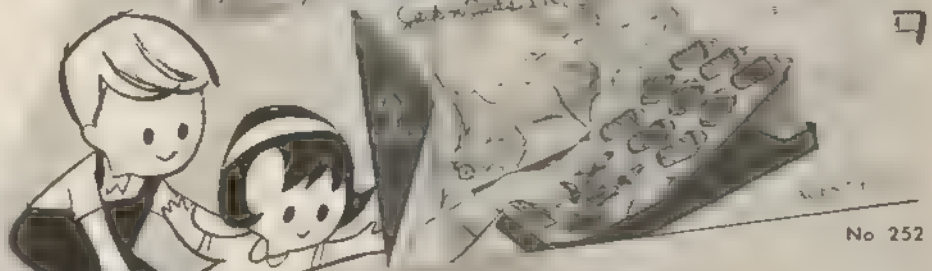

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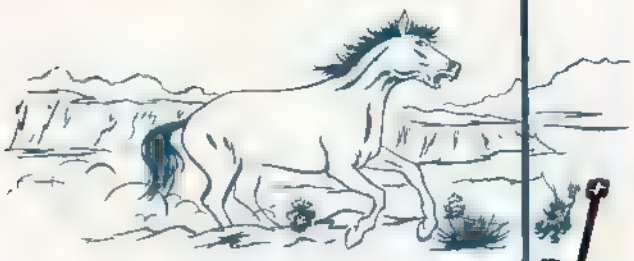


CRESTLINE DIVISION OF FEDERAL STEEL CORPORATION

SALES OFFICE 230 FIFTH AVENUE, NEW YORK 1, N. Y. AREA CODE 212-OR 9-5311

Grand Commander

#852 GRAND COMMANDER

Wide Track Custom Deluxe Ball Bearing Coaster Wagon — One piece heavy gauge steel body 35 x 17 x 4 with Safe attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fittings permanently. Rugged heavily braced undercarriage with ½" solid steel axle. Oversize 10" steel wheels with 1¾" suburban type semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. Plated steel hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton. Shipping weight 32 lbs.

Jet Star

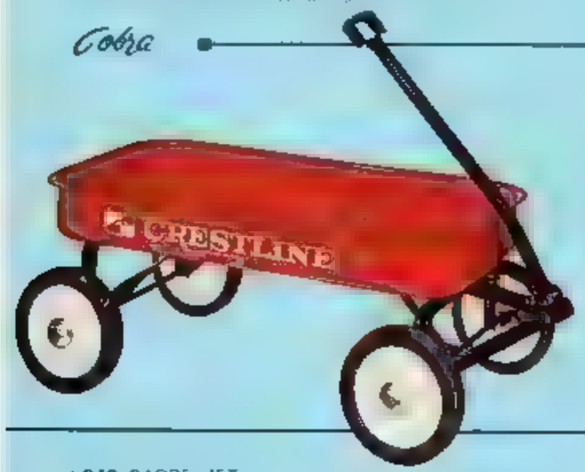
#850 JET STAR

Wide Track Deluxe Coaster Wagon — One piece heavy gauge steel body 35 x 17 x 4 with Safe attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fitting permanently. Rugged heavily braced undercarriage with ½" solid steel axle — Oversize 10" steel wheels with 1¾" semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. Plated steel hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton. Shipping weight 31 lbs.

#851 COMMANDER

Wide Track Suburban Deluxe Coaster Wagon — Same as Model #840 with New Deluxe seamless tubular steel handle formed handle bar under grip and Custom Suburban type semi-pneumatic puncture proof rubber tires as illustrated on Model #840. Individual 3 color carton. Shipping weight 32 lbs.

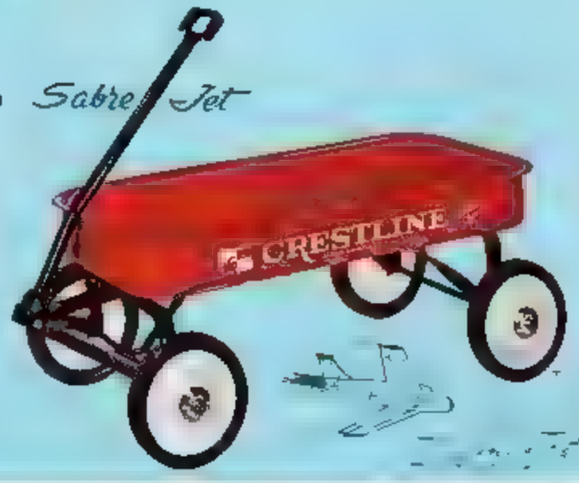
Cobra



#842 COBRA

Wide Track Special Coaster Wagon — One piece heavy gauge steel body 35 x 16 x 4½" with safe, attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fitting permanently. Rugged heavily braced undercarriage with ½" solid steel axle. 9" steel wheels with 1¾" semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner and stop hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton. Shipping weight 30 lbs.

Sabre Jet



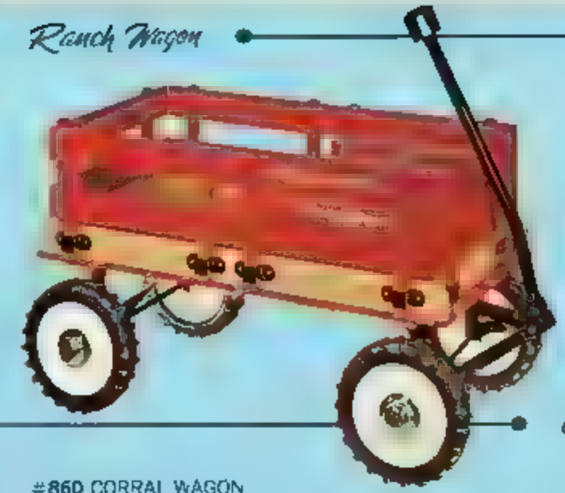
#840 SABRE JET

Wide Track Standard Coaster Wagon — One piece heavy gauge steel body 35 x 16 x 4 with Safe attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fitting permanently. Rugged heavily braced undercarriage with ½" solid steel axle. 8½" steel wheels with 1¾" semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. Plated steel hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton. Shipping weight 28 lbs.

#841 SABRE LINER

Wide Track Standard Ball Bearing Coaster Wagon — Same as Model #840 with heavy duty ball bearings — individual 3 color carton — Shipping weight 29 lbs.

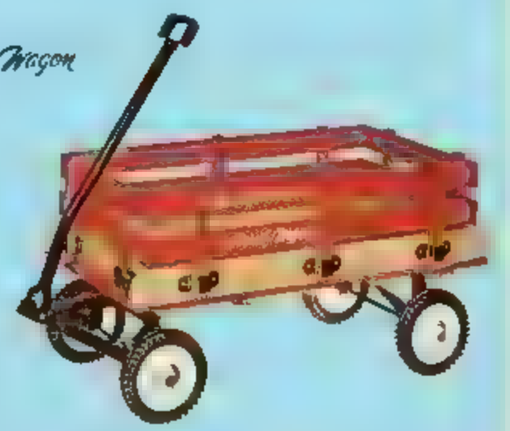
Ranch Wagon



#870 RANCH WAGON

Wide Track Custom Deluxe Kiln Dried Hardwood Coaster Wagon. Stake body 46 x 17 [illegible] platform construction with smooth dressed edges. Conventional handle of seamless tubular steel with exclusive beaded stops. Rugged heavily braced undercarriage with [illegible] solid steel axle. Oversize 10" steel wheels with 1¾" suburban type semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. Plated steel hubcaps and stake brackets. Natural wood finished body with red stakes, white wheels and black undercarriage. Individual 3 color carton. — Shipping weight 42 lbs.

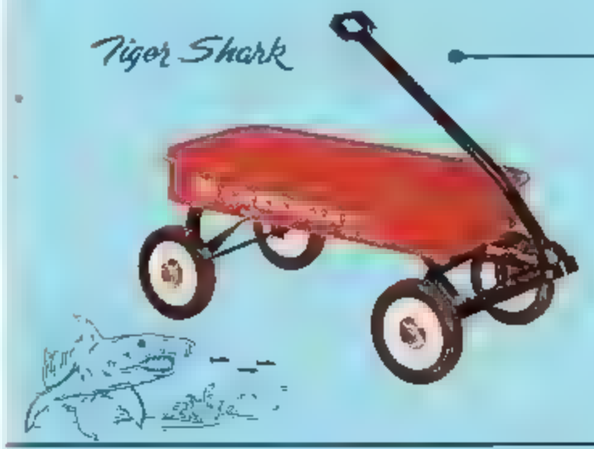
Corral Wagon



#860 CORRAL WAGON

Intermediate Deluxe Kiln Dried Hardwood Coaster Wagon. Stake body 27" x 17" x 8-½" of unitized platform construction with smooth dressed edges. Conventional handle of seamless tubular steel with exclusive beaded stops. Rugged heavily braced undercarriage with ½" solid steel axle. 7" steel wheels with 1¾" suburban type semi pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. ½" plated steel hub caps and stake brackets. Natural wood finished body with red stakes, white wheels and black undercarriage. Individual 3 color carton. Shipping weight 28 lbs.

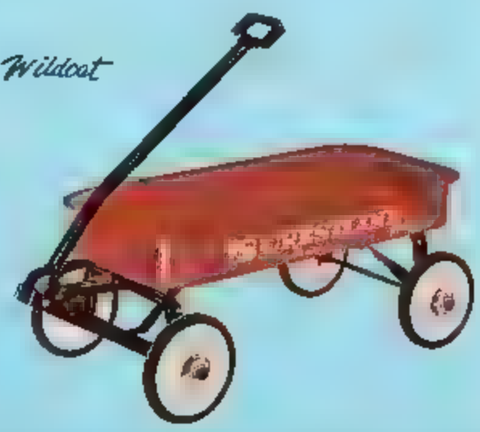
Tiger Shark



#831 TIGER SHARK

Intermediate Deluxe Coaster Wagon. One piece pressed steel body 28½" x 13½" x 3¾" with Safe attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fittings permanently. Rugged heavily braced undercarriage with ½" solid steel axle. 7" steel wheels with 1¾" semi-pneumatic puncture proof rubber tires. Lifetime self lubricating graphite bearings with steel liner. plated steel hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton — Shipping weight 9 lbs.

Wildcat



#830 WILDCAT

Intermediate Special Coaster Wagon. One piece pressed steel body 28 x [illegible] x 3¾ with Safe attractive rolled exterior surfaces. Conventional handle of seamless tubular steel with exclusive beaded stops. Locks handle grip and yoke fittings permanently. Rugged heavily braced undercarriage with ½" solid steel axle. 7" steel wheels with 1¾" semi pneumatic puncture proof rubber tires. Heavy duty steel bearings with plated steel hubcaps. Baked enamel fire engine red body with white wheels and black undercarriage. Individual 3 color carton. Shipping weight 17 lbs.

Mustang

#820 MUSTANG

Junior Special Coaster Wagon — One piece pressed steel body 25" x 12½" x 3½" Rolled exterior surfaces — Seamless tubular steel handle — ⅜" solid steel axle — 6" steel wheels with steel bearings and ¾" molded rubber tires — Baked enamel fire engine red body with white wheels and black undercarriage — Individual 3 color carton — Shipping weight 12 lbs.

Colt

#810 COLT

Junior Coaster Wagon — One piece pressed steel body 21" x 11 x 3" Rolled exterior surfaces — Seamless tubular steel handle — ⅜" solid steel axle — 5" steel wheels with ½" solid rubber tires — Baked enamel fire engine red body with white wheels and black undercarriage - Individual 3 color carton — Shipping weight 5 lbs.

Dart

#890 DART

One piece pressed steel frame and steering fork 31" long x 29" high — steel handle with rubber grips — parking stand — 6 steel wheels with ¾" molded rubber tires and steel bearings — Baked enamel fire engine red frame with white wheels — Individual 3 color carton — Shipping weight 7 lbs

Arrow

#891 ARROW

One piece heavy gauge pressed steel frame and steering fork 37" long x 33" high — steel handle with rubber grips — friction foot brake — parking stand — 8½" steel wheels with 1¼" semi-pneumatic puncture proof rubber tires — Lifetime self lubricating graphite bearings with steel liner — Baked enamel fire engine red frame with white wheels — Individual 3 color carton — Shipping weight 12 lbs

Javelin

#892 JAVELIN

One piece heavy gauge pressed steel frame and steering fork — 38" long x 34" high — steel handle with rubber grips — friction foot brake — two fenders — parking stand — 10" steel wheels with 1½" semi-pneumatic puncture proof rubber tires — Lifetime self lubricating graphite bearings with steel liner — Baked enamel fire engine red frame with white wheels and fenders — Individual 3 color carton — Shipping weight 15 lbs.

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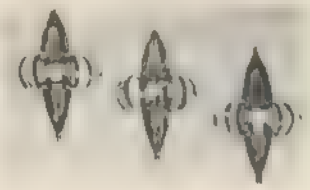

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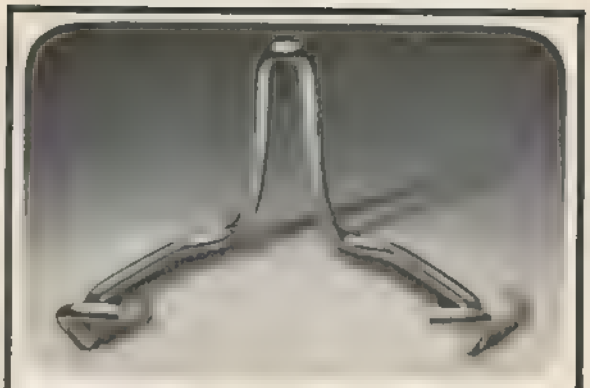

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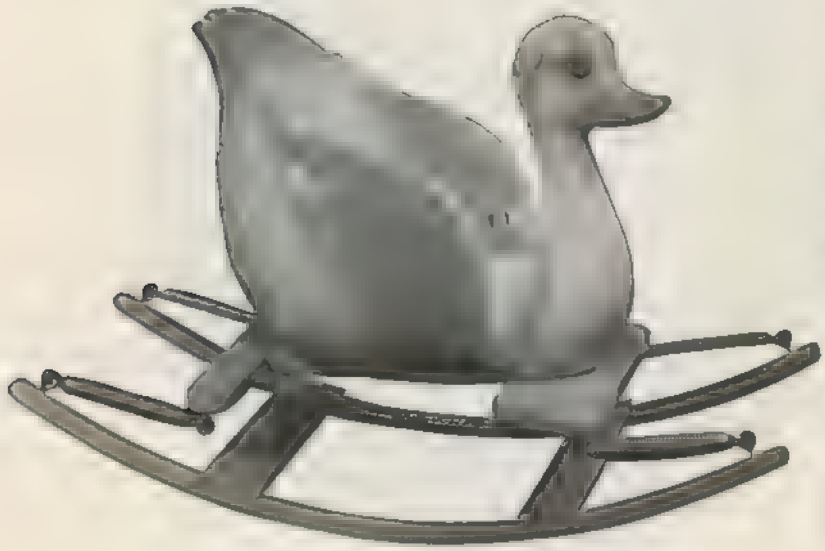

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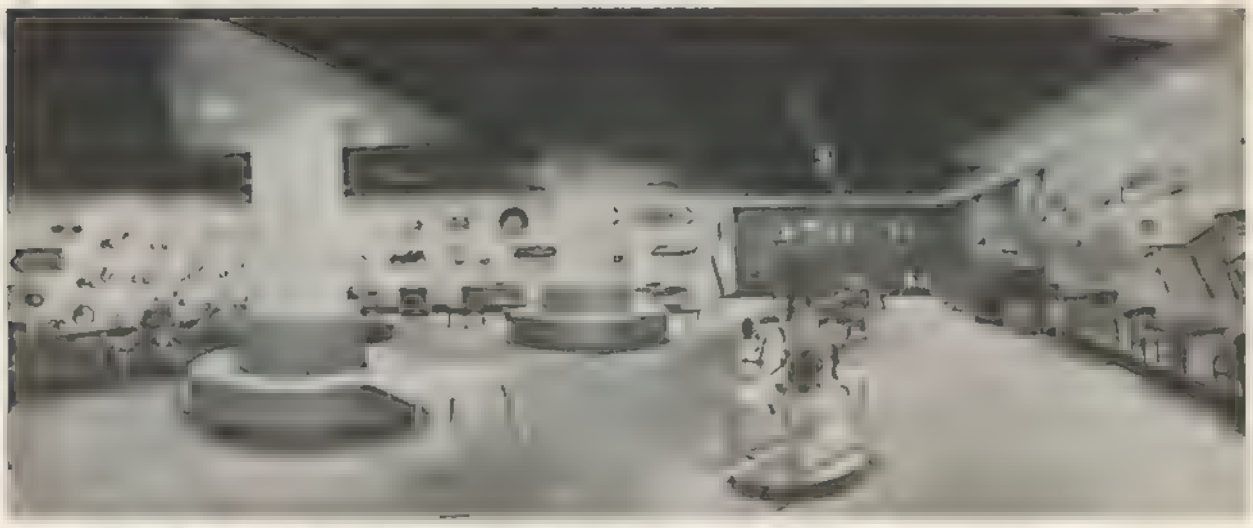

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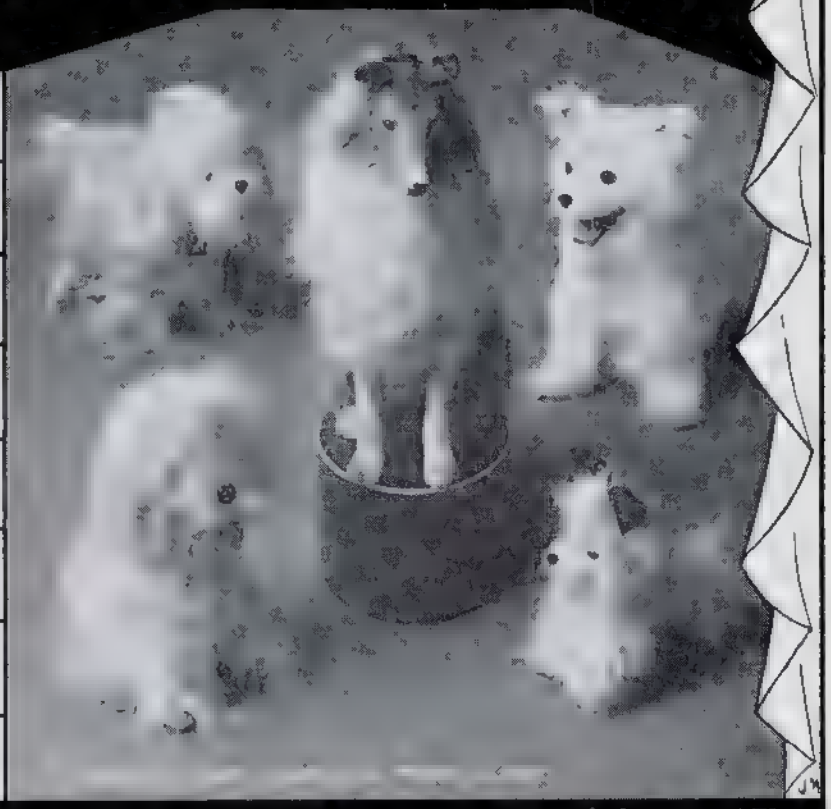

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MOUNTAIN STATES Robert Fritzer 10643 W 62nd Place Arvada Colo
SOUTHWEST Galen Brawner 1450 Dallas Trade Mart Dallas Texas
MID WEST A C Kirchof 200 Fifth Ave New York N Y
EFFANBEE DOLL CORPORATION
200 Fifth Ave New York 10 N Y
EFFANBEE DURABLE DOLLS
FOR 56 YEARS THE LEADER IN QUALITY DOLLS!

Another heartwarming message

from Eldon

Because there's this, for the younger young kids.

Eldon Crash Car Set.

Because ate ys t mpu ses be t ey
s d s ra y or mas c st ra y
sh n ss e soc et e d we
d r e way r b a se ds
to get even w t ge t g
y a t j or p c r a e
s g g g on orce ts
hanks Thanks Thanks

And this, for the older younger young kids.

Eldon Thrill Driver Race Set.

Be a y ar ous y r ng g t nc ute
n a n os t age groups are best
e ress s t e as g p a
J w t e Eld n Tor Driver
pa ed a t t e Lea ue He
w ss er anyones s r t p
Tho g y u a ee

And this, for the oldest younger older young kids.

Eldon 12 Volt Top Eliminator Drag Strip Set.

E h p s a y y u e s pee
w h h y u a d a a
Eld g t t p t sp y
s s pee s e a f r
t e speedy age g p y
y see very t t e

And this, for everyone.

Eldon Selectronic Road Race Set.

Bec g w ee s getting
der e Eld w th proud p
e e e t e g s ts
t e d Eld n Se ec
to be t e t nd Tr e e Se
E g r Sp d & St Set Power
er & n P Be e pe ate Se
ew 12 v t Set Be a w w
the b g th ng s g g age
be a set r ever age
Tho ght th nks

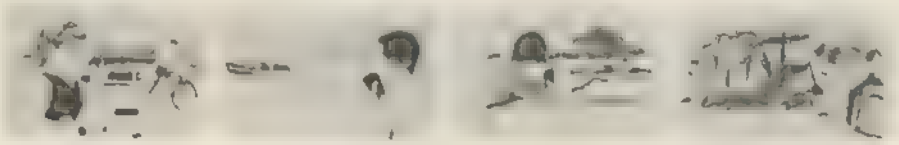
And there's much more,
Like double TV exposure on Road Race Commercials. In Color.

Stick with us, Eldon is like money.

And never forget Eldon Design-a-matic Wood Burning Sets, also big on TV ■ And the new Hi-Fi Decorator Kits and Parts ■ And Speed Shop Car Kits and Parts ■ And the amazing new remote control race models ■ And three new Champion Games 1. World Championship Football 2. Don Carter Bowling 3. Bob Cousy Basketball ■ And the new Rifle Shooting Target Games ■ And a whole line of new Party Games ■ And the ever loved Eldon Line of Sailaboat Boats ■ Send for the 1965 Catalogs ■ Consequently **Eldon Industries, Inc.**, 2701 W. El Segundo Blvd., Hawthorne, California ■ New York Show Room, 1107 Broadway, 7th Floor ■ Chicago Office 1417 Merchandise Mart ■ **Eldon Industries of Canada-Ltd.** [illegible] Ave. East, Don Mills, Ontario ■

the most amazingly successful walkie-talkie in history!

over 500,000 spacephones have been sold to enthusiastic users!



MEN AND BOYS OF ALL AGES ACCLAIM THE FIRST TRULY EFFICIENT, TRULY RELIABLE LOW COST INSTRUMENT FOR 2 WAY WIRELESS COMMUNICATION!

From boys' WAR GAMES to ADULT FOREST RANGERS — on thousands of power boats, in the shirt pockets of scouts, hikers, hunters, fishermen from coast to coast — America's runaway leader in personal wireless communication TODAY is SPACEPHONE!

SIMPLE—FAST—EASIER THAN THE TELEPHONE — JUST PRESS TO TALK, RELEASE TO LISTEN!

AND NOW AGAIN IMPROVED — with factory pre-set Tuning Coil Choice of four color military twin-pack or single-pack, or two color space theme single-pack.

Send for Spacephone MK I and MK II literature and price lists today!

ELSCO

ELECTROSOLIDS CORPORATION

SPECIAL PRODUCTS DIVISION

12740 San Fernando Road North, Sylmar, California • Phone: Area Code 213 367-5881

U S. Patent No. 3151297 Made in U S A.

A COMPLETE SELF-SERVICE BILLIARD ACCESSORY DEPARTMENT
GREAT BUSINESS FOR EVERY DEALER

ELTON *The World's Fastest Growing Indoor Sport!*

A HANDSOME CUE DISPLAY FOR THE SPORTING GOODS [illegible]

FAMOUS ITALIAN CUES

ELTON

A [illegible] complete line of professional quality cues—a model for every player and every situation ■ Beautifully tapered ■ Hand-crafted, quality old world workmanship ■ Superbly finished ■ Knurled handles for perfect hand fit ■ Choice woods ■ Colorful ■ Weights: Light, medium, heavy ■ Display 48" long x 18" wide x 50" high

Model	Length	Description	Picture Key
E	44"	Junior, colored handle	—
18	48"	Two prong	1
A	52"	Two prong	2
D	57"	Two prong, weighted	3
B	57"	Two colored prongs, weighted	4
	57"	Four prong, weighted	5
2	52"	Four colored prongs, weighted	6
2	57"	Four colored prongs, weighted	7
3	57"	Jointed, weighted	8
.	57"	Jointed, four prong, weighted	9
Sir Elton	57"	Brass pointed, weighted	10
Lord Elton	57"	Brass pointed four prong, weighted, hand inlays	11
Arieta	57"	Multi prongs, weighted	12
Media	57"	Multi-colored prongs, weighted	13
Fraschetta	57"	Multi-colored prongs, weighted	14
Arecchino	57"	Multi colored hand inlays extra fancy, weighted	15
Bridge		Aluminum head	—
Bridge		Plastic head	—

PACKAGED BILLIARD ACCESSORIES FOR SELF SERVICE

A COMPLETE LINE OF ACCESSORIES– POLY BAGS WITH HEADERS

For fast sales [illegible] • Packaged in convenient portions • Available to dealers in combinations best suited to dealer requirements • Open stock • Immediate delivery • Display rack free with [illegible] order

Model	Item	Description
[illegible]	[illegible]	[illegible]

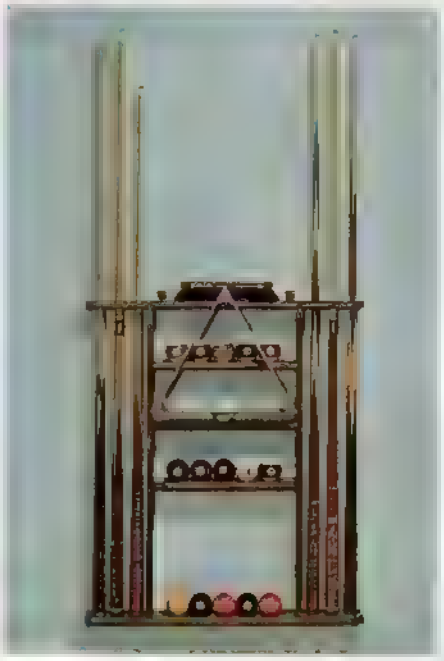
Model	Item	Description
[illegible]	[illegible]	[illegible]

Model	Item	Description
[illegible]	[illegible]	[illegible]

Model	Item	Description
[illegible]	[illegible]	[illegible]

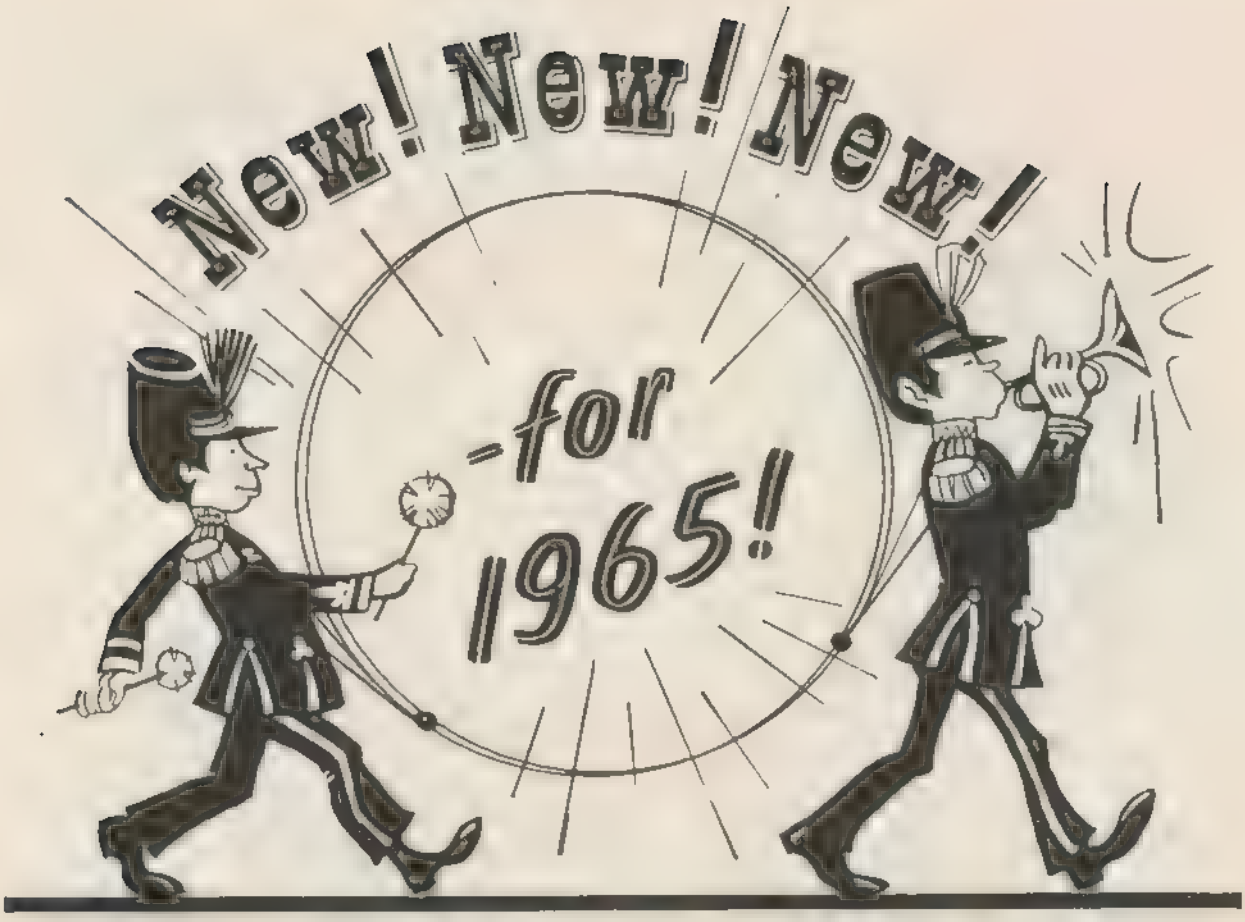
America's leading supplier of self-service Billiard Supplies

SPECIAL BOX PACKAGES FOR COMBINATION SELLING • MAKE BEAUTIFUL DISPLAYS • INVITE TRAFFIC



ELTON

ELTON BILLIARDS CORPORATION, P.O. Box 106, Rochester, New York 14601 • Phone: (716) CH 4-1060



EUGENE DOLL
scoops the Doll World!

- NEW—outstanding Values
- NEW—distinctive Styling
- NEW—Sales-building Packaging

—and the same dependable SERVICE!

ROOM 804 • 200 FIFTH AVENUE, N. Y. 10010

JOSEPH FETTMAN • ADA CAPO

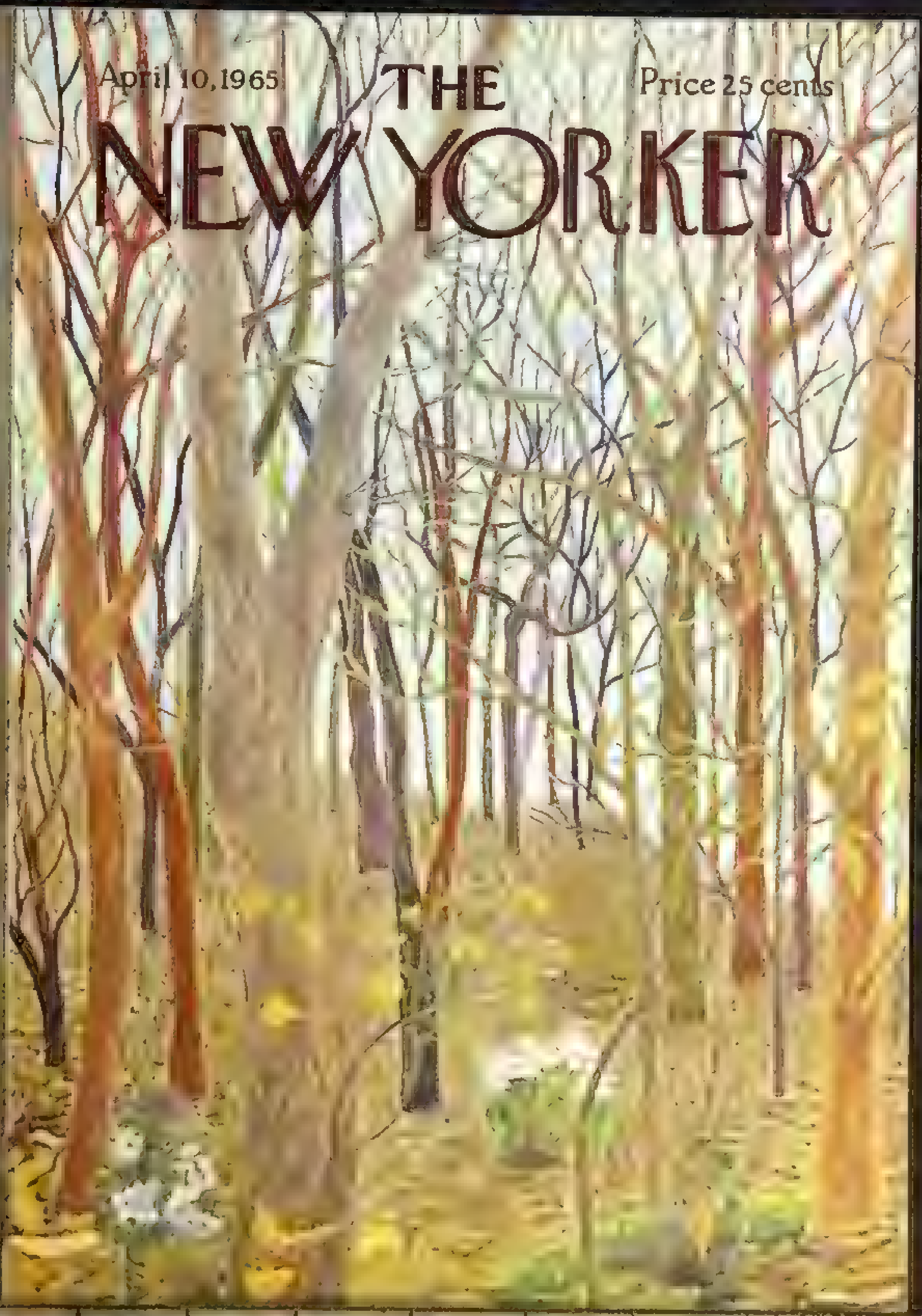
EUGENE DOLL & NOVELTY COMPANY, INC.

FACTORY: 148 39th Street (Bush Terminal Bldg.), Brooklyn, N. Y.

April 10, 1965

THE NEW YORKER

Price 25 cents



WHAT'S NEW AT THE TOY FAIR?

THE FIFTH AVENUE BUILDING

The Fifth Avenue Building? That's been there for years!
Sure it has but not in the shape that it's in today.
What do you mean by that?

Look around you . . . the canopy and awnings . . . the doorman . . . the red carpet . . . the Information Booth . . . the beautifully refurbished Grand Lobby . . . the redecorated and modernized upper floor corridors . . . the seven extra elevators, and the operators' new uniforms . . . the hospitality facilities for checking coats and telephoning orders . . . not to mention the fact that a cleaning staff more than twice the normal size goes into action March 1st.

It is this kind of interest and concern for the toy industry that has made the Fifth Avenue Building the Toy Center of the U.S.A.

THE
building for toys

The Fifth Avenue Building
200 Fifth Avenue
Helmsley-Spear, Inc. rental and management agents

Letters like this inspire the QUALITY in FISHER·PRICE TOYS

Dear Mary:

As I was looking through the pages of "Woman's Day" and saw your cute Fisher-Price toys, I sensed my long lost friend "Snoopy Sniffer," and printed under it "Famous 2½ years."

"Snoopy" is the one Christmas present I remember the most. This is a true story. I've often told my five year old daughter about "Snoopy." I received Snoopy for Christmas when I was about two years old. He followed me everywhere, he went for walks with me outside, spent by my bed at night, and often got tangled around my feet. He sat by my chair while I ate my meals, and worked in the kitchen, but I really didn't like him. My mother says she is often if something I really didn't like was served, "Snoopy" would want to go outside about that time. My little sister came along a few months after Snoopy and after she learned to walk, learned to share too. He came to be just as much of a friend to her as he was to me.

When I was almost five and 5 & across three Snoopy had walked many miles with us, but still looked like he was new. Then, the first week in December our church had a "Christmas for Others." We were to bring one of our favorite toys, that was still in real good shape to be given to poor girls and boys.

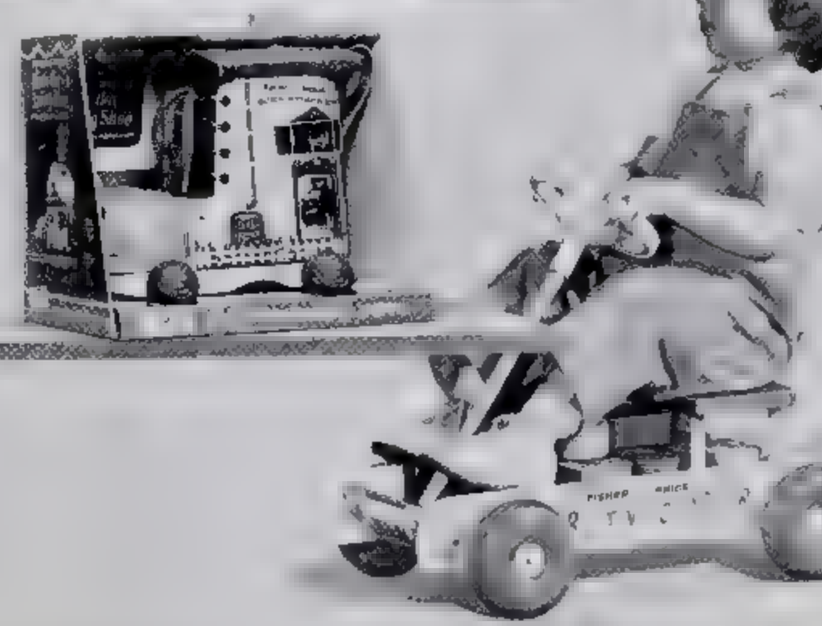
My sister and I talked for a long time about what to give. We really wanted to give something that would really make some poor child happy. The next Sunday with tears in our eyes, we gave our pal Snoopy away. The Sunday School teacher tried to get us to keep it, when she saw how upset we were, but we insisted that we wanted to give him to someone else to love.

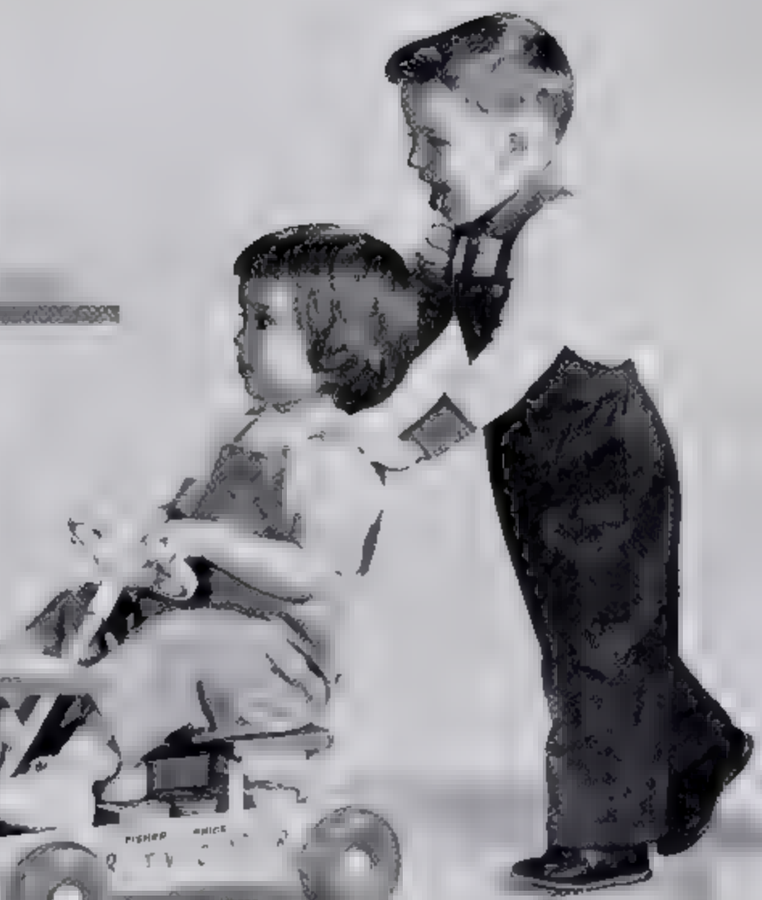
Well, now I'm almost 26 and Sis almost 24. I have a five year old daughter and Sis has two children. My daughter has had many Fisher-Price toys, but never "Snoopy." Ever think she'd get tired of the toys and other pull toys. new. My daughter loves to hear my story, as I have never written to any product before, but it does please me that toys that were good enough for Mom are safe and long lasting. good enough for now. I have never written to any product and think trying toys that we know are safe and long lasting.

I just told my father that I was writing to you. She laughed and said she often thinks about Snoopy. No puppy was ever more loved and missed than he was, but no Mother was ever prouder of her daughters than my Mother was a few years ago.

Mrs Jack Fry
R.F.D. 2
Kenton, Ohio

SNOOPY SNIFFER welcomes you to his 28th Toy Fair





New Fisher-Price Milk Wagon, Music Box Lacing Shoe and Creative Coaster

Mrs. Fry's letter is typical of the unsolicited testimonials which arrive daily at Fisher-Price headquarters. Parents know and trust Fisher-Price for toys that are educational, fun, durable, and safe.

Now—our exciting new line—backed by the biggest year-round advertising and publicity campaign in history for preschool toys—dressed up in award-winning billboard packaging—is ready to zoom your preschool profit and turnover still higher in '65.

See the complete new Fisher-Price line in our sparkling new showrooms at the Toy Fair, or write for our new full color catalog.

10 brand new toys plus 6 redesigned staples for 1965

"Our work is child's play"

FISHER·PRICE TOYS

WORLD'S LARGEST CREATOR OF PRESCHOOL TOYS

East Aurora, Erie County, New York

TOY FAIR HEADQUARTERS: SUITE 417, 200 5th AVE. BUILDING

WROUGHT IRON **Miniature Doll Furniture** BY **Fletcher**

Visit Our Permanent N.Y. Showroom ROOM 204 200 5th AVE. BLDG:

ON DISPLAY AT THE
AMERICAN TOY FAIR
IN NEW YORK MARCH 8 13

ALSO in the HOTEL NEW YORKER in ROOM 634

ALSO ON DISPLAY: NEW 1965 FALL LINE OF JUVENILE WROUGHT IRON FURNITURE!

BAKED-ON NON-TOXIC FINISH!

ATTRACTIVELY PACKED IN WINDOW BOXES

WRITE FOR DESCRIPTIVE CIRCULAR!

THE FLETCHER COMPANY
Division of Fletcher Enamel Company DUNBAR, WEST VA.

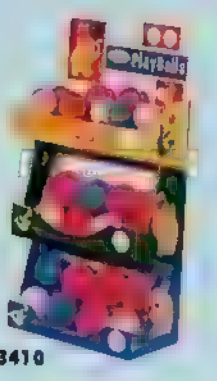
NATIONAL SALES— GEORGE PERLIN

FLI-BACK
WHAT DOES BEVERLY SEE AT
FLI-BACK SALES CORPORATION?
LOTS OF *NEW* THINGS!
PLEASE TURN PAGE

ALL COLORS-ALL SIZES

No. 71

No. 93-B



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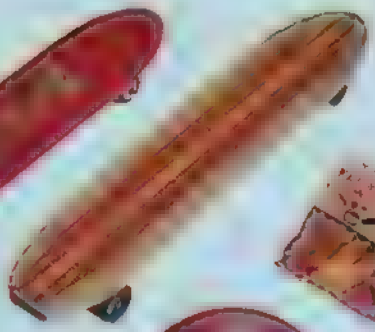

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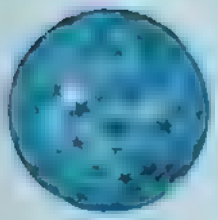


No. V8107

No. V815

No. V819

No. 2000

No. 55

No. 40

No. 70

No. 800

No. 405

No. 5400

No. 5402

SEE US AT THE TOY FAIR

OTHER PROFIT BOOSTERS

ATHLETIC BALLS

RUBBER INFLATED BALLS

SPONGE BALLS

VINYL PLAYBALLS

PADDLE BALLS

BALLOONS

BATONS

SPINNING TOPS

ROLLING PINS

RETURN TOPS

SKATE BOARDS

FOR CATALOGUE AND PRICE LIST WRITE

FLI-BACK SALES CORP.
P. O. BOX 427
HIGH POINT, N. C.

FLI-BACK

year round toys

GEEWHOPPER®
SKIMBOARD

Display Rack FREE with 10 Boards

Be **IN** on this fast growing water sport with the board that's **aqua-dynamically** designed for longer, faster glides, spins, turns on any shore. Made of high quality marine plywood, laminated top and bottom with **crezon** for longer life. Available in 7 eye-catching colors, with contrasting stripes.

DESIGNED RIGHT FOR FUN!
PROMOTED RIGHT FOR VOLUME!
PRICED RIGHT FOR PROFITS!

ORDER YOURS NOW FOR IMMEDIATE DELIVERY!

Gee Whopper SR 2436	6' x 24"	Retail $11.95
Gee Whopper SR 2040	5'4" x 20"	Retail $10.95

Colors: Red, Black, White, Green, Blue, Yellow, Orange with contrasting stripes and vivid Pink on white corrugated shippers.

Packed 10 boards to Crate for Freight Allowance on 50 boards or more.

FUTURE INDUSTRIES, INC.

4801 S. SAN PEDRO STREET • LOS ANGELES, CALIFORNIA 90011
TELEPHONE AREA CODE 213: 235-3111

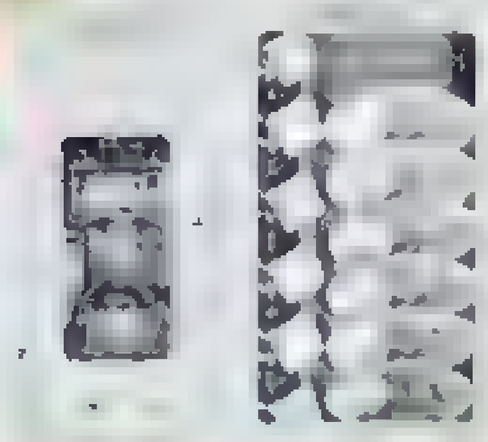
[redacted]

EXCLUSIVE ... WITH IRWIN

Fizzimatic Sets by Irwin, combine with American Chicle's sensational Fizzies in a national TV sales promotion

Fizzimatic No. 6228 Serving Set
Serv. for 2, Boxed & Shrinkwrap
Pk. 1 dz. Wgt. 16 lbs.

Fizzimatic No. 6328 Serving Set Serv. for 4 Boxed & Shrinkwrap Pk. 1 dz. Wgt. 20 lbs.



Fizzimatic No. 6428 Serving Set
Serv. for 6 Boxed & Shrinkwrap
Pk. 1 dz. Wgt. 17 lbs.

Fizzimatic No. 6128 Brewer
Each on card—Shrinkwrap
Pk. 2 dz. Wgt. 11 lbs.

- As of May 3rd, American Chicle is reaching millions of viewers from 49 major T.V. cities with saturation spot TV coverage for its sensational Fizzies

- Starting June 7th and tying in with this tremendous sales promotion effort, Irwin Corporation will use TV to increase the demand for the Fizzimatic Line. Fizzies ... Fizzimates ... a natural! And they're selling like crazy! So stock 'em up! Here's merchandise that spells bigger sales ... bigger profits ... for *you!*

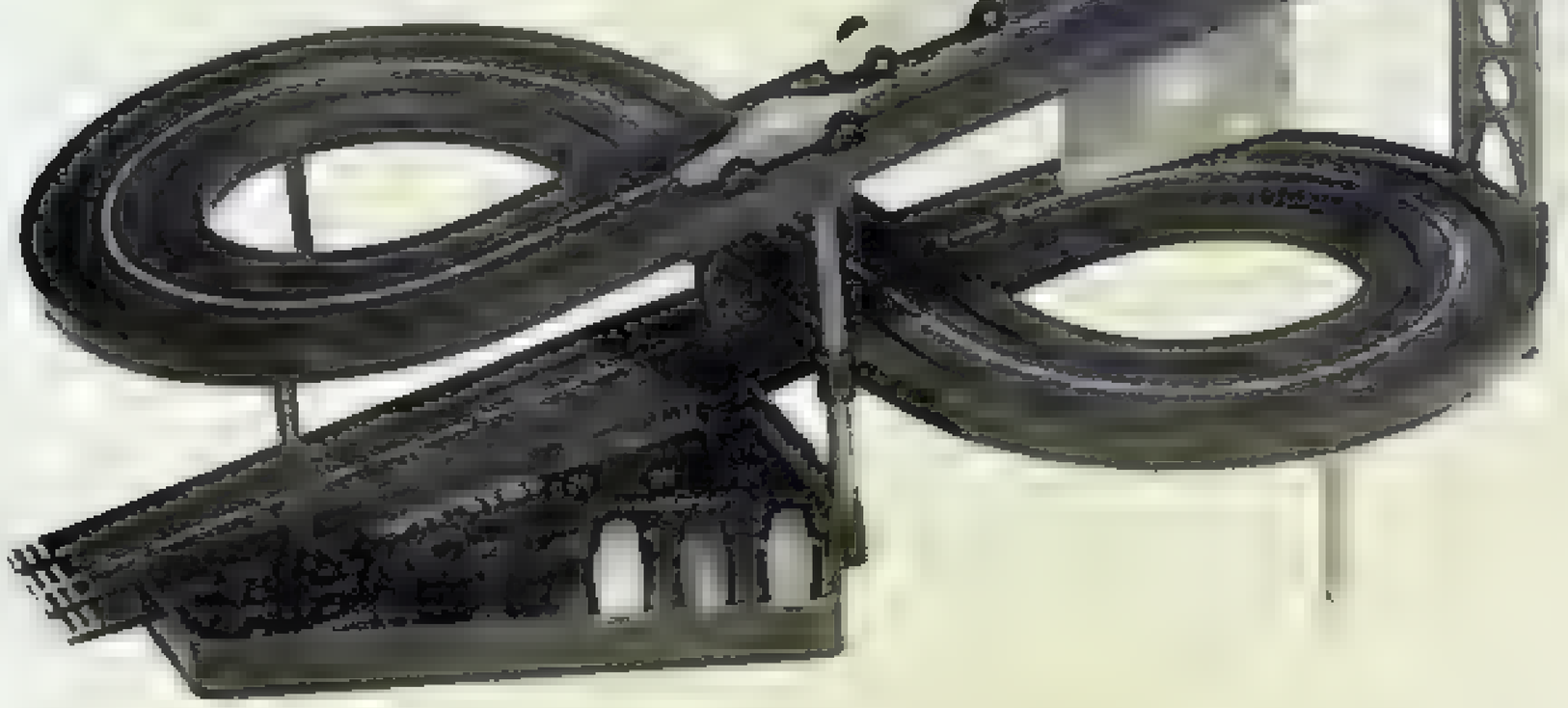
Fizzimatic Sets are made for girls *and* boys Fizzie tablets added to water, bubble realistically and rise to the top like a real ice tea maker The delicious, sugar-free carbonated beverage is perfectly safe for drinking No batteries heater ... Assorted Sets range in price for less than $1.00-$2.00-$3.00 and $4.00

Fizzies Copyright and TM Warner-Lambert Pharmaceutical Co.

IRWIN CORP., 200 Fifth Ave., New York, N. Y • Factory: 85 Factory St., Nashua, New Hampshire

Are you ready for a raceway that retails for three bucks?

The kids are!



KUSAN'S NEW GRAND PRIX

"Kids" from 1 to 10 will go for this hot new raceway and here's why: It's packaged *completely assembled* with an automatic starter gate, five streamlined racers, 11 ft. figure-eight downhill 2-car track, pit stop, 3 steel ball "engines" and an extra set of both front and rear wheels. Interchanging engines and wheels vary racing performance! Add the proven merchandising power of Parents Seal and you've got the odds-on favorite to capture *both* volume and profit trophies! No. K 19 Pack: 1 Doz. Wt. 12 lbs. Sug. Retail: $3.00.

To see *all* of the new ones, write for your copy of the 1965 Kusan catalog "Toy Tales for Success Seekers."

COMMENDED by PARENTS

KUSAN, INC. • NASHVILLE, TENNESSEE

KUSAN® toycrafters for the fun of it!

GREAT MERCHANDISE
FROM GABRIEL IN '65

Top value assortments in unusual see-thru packages completely shrink-wrapped.

Boxes feature cut-outs of additional accessories which give hours of imaginative play.

FRICTION POWER

#080 FIRE ENGINE SET

FRICTION SOUND

#082 CONSTRUCTION SET

ALL METAL RUBBER TIRES

#081 HIWAY TRANSPORT SET

No. 025

A wa to-wal sell-out in '63 and '64. Back again, b gger and better than ever Two complete Wa kie-Talkie Units, each a transmitter receiver, at a top value price Operates on 9 vo t trans stor bat tery 27 065 megacyc es. Two batteries included. No l cense required. Packaged n full-color heavy duty box.

Order your requirements early to nsure prompt de very for year-round se ling.

CERAM-O THE PERFECT POTTER'S WHEEL

No. 057

Makes countless ceramic items easily Complete with special mix, water color pa nts, brush, shaping tools, templates and i lustrated nstructions.

Simple to use. Hours of hobby fun. Edu cational Operates on 3 "D" cell bat teries (not included)

Makes countless ceramic items easily.

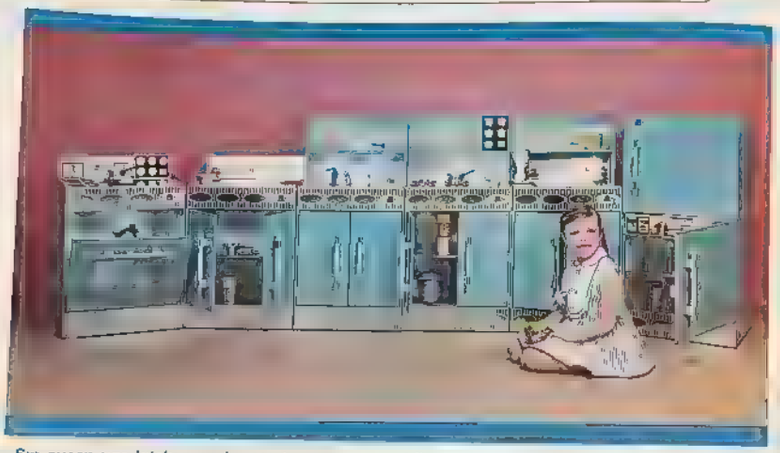
Gabriel Toy Co., Inc., Jersey City, N. J., a subsidiary of Gabriel Industries, Inc.

ANDISE

N '65

Little Miss Nassau
QUEEN SIZE APPLIANCES

Exclusive "channel-slide"* construction allows assembly in five to ten minutes.



Six queen-size kitchen appliances to warm every girl's heart. In rugged steel, baked enamel finish, with colorful lithographed panels.

No sharp corners ● No bolts, nuts, screws or attaching hardware ● Engineered for extra rigidity ● Created by one of America's foremost designers ● Fully researched and market tested ● (Utensils not included)

No. 6142 Stove No. 6332 Refrigerator No. 6572 Cupboard No. 6262 Sink No. 6452 Stand-up Range No. 6272 Sink with Cupboard

GABRIEL CHANNEL SLIDE

*PATENT APPLIED FOR

Gabriel Nassau, Inc., Troy N. Y., a subsidiary of Gabriel Industries, Inc.

FABULOUS PHONOGRAPHS

FROM

GABRIEL-BELL

Acoustic or solid state fully transistorized ● Single speed, two speed or four speed ● Conventional or front speakers. Manual or automatic record changing ● Individual units or combination sets ● "New Yorker", "Capri" "Riviera" or "Roma"

GABRIEL-BELL, HAS THEM ALL
AND ALL OF THEM ARE FIRST IN QUALITY,
DESIGN AND SALES APPEAL.

Gabriel-Bell, Inc., Pageda e, Missouri, a subsidiary of Gabriel Industries, Inc.

T MERCHANDISE

GABRIEL IN '65

U-2 SPY PLANE

takes off, soars through the air, takes a photo automatically and lands!

THE SENSATIONAL SPY-GLIDER AS ADVERTISED ON

WNEW-TV
WPIX-TV

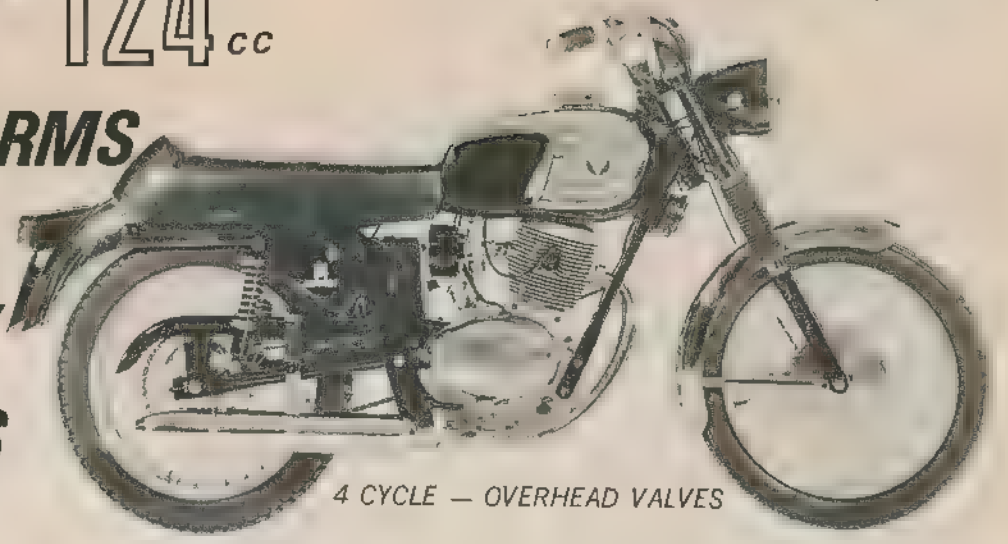
...MATCHING NEWS HEADLINES AND HISTORY.

Five-foot wingspan. Fuselage of over 2½ feet ● Wings, tail and rudder can be assembled in minutes ● All parts molded of rugged plastic ● Complete with camera, automatic timer and roll of film ● Uses standard #127 B&W. Replacement film offer ● Wings and tail assembly adjust for flight control ● Altitudes of 50-100 feet, or more, are possible ● Launched by special catapult

Gabriel Toy Co., Inc., Jersey City, N. J., a subsidiary of Gabriel Industries, Inc.

GILERA 124 cc

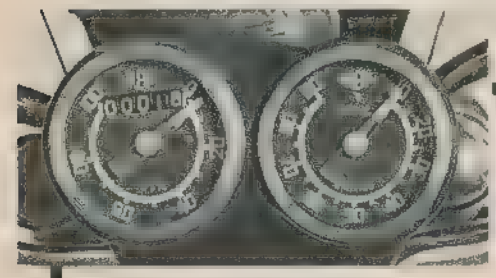
OUT-PERFORMS ANYTHING IN ITS SIZE, POWER AND CLASS



4 CYCLE — OVERHEAD VALVES

Go Gilera for the greatest ride on two wheels!
"Crack of the Throttle", rapidly responsive action takes you to "sixty" in seconds — so fast you're almost soaring! Then, with a burst of super-power, it really accelerates, climbing to — 65 MPH — 70 MPH and faster —

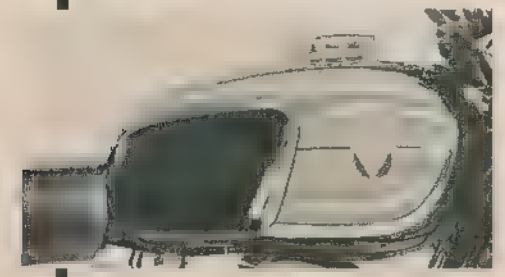
The sleek "racy lined" black and chrome beauty out-performs anything in its size and class and does it with ultra-economy to the remarkable tune of 120-plus mpg.
Meet the challenge of the open road—



TACHOMETER and SPEEDOMETER (Veglia) Precision tachometer and matching speedometer are built into a special ruggedly-designed mount centrally lighted.

HEADLIGHT: is installed on rubber cushions with quick detachable headlight wiring and dimmer switch for racing.

FUEL TANK: is chrome panelled with racing type flip-up gas cap.



GILERA 124 cc PACE-SETTING FEATURES

• Valanced chrome fenders of finest quality • Rubber mounted instruments • Well lighted tachometer and speedometer • Quick detachable headlight with central plug panel for racing • Laconia handle bar with detachable levers • Compression ratio — 10:1 • Heavy-duty oversize battery • Alloy rims with full racing brake hubs • Clutch with 6 heavy-duty springs • Plastic sleeves for cables • Racing saddle • All new A/C electrical system • Four cycle engine • Overhead valves.

BUILT BY THE MASTERS OF SPORTCYCLE ENGINEERING
MOTO GILERA, SINCE 1909

Eastern Factory Branch:

GILERA ATLANTIC MOTOR CORPORATION
3112 N.W. 36th Street
Miami, Florida 33142
Phone Miami Area Code 305, 633-1451

Gilera Motorcycles give you less!

Startling? But it's true! Gilera Motorcycles do give you less. Less mechanical difficulties. Less tune-ups. Less aggravation. And a whole bunch of other things that you get more of with other motorcycles.

For 56 years, Gilera has devoted itself to creating a legend. The competition history of Gilera is well-known. It has won more races than any other motorcycle in the world! The service history of Gilera is negligible. We haven't had enough of them in the shop to give you accurate statistics.

Buy the motorcycle that gives you less of everything except fun. It's Europe's most popular motorcycle, and European people, by nature and necessity, are quite thrifty. What are you waiting for?

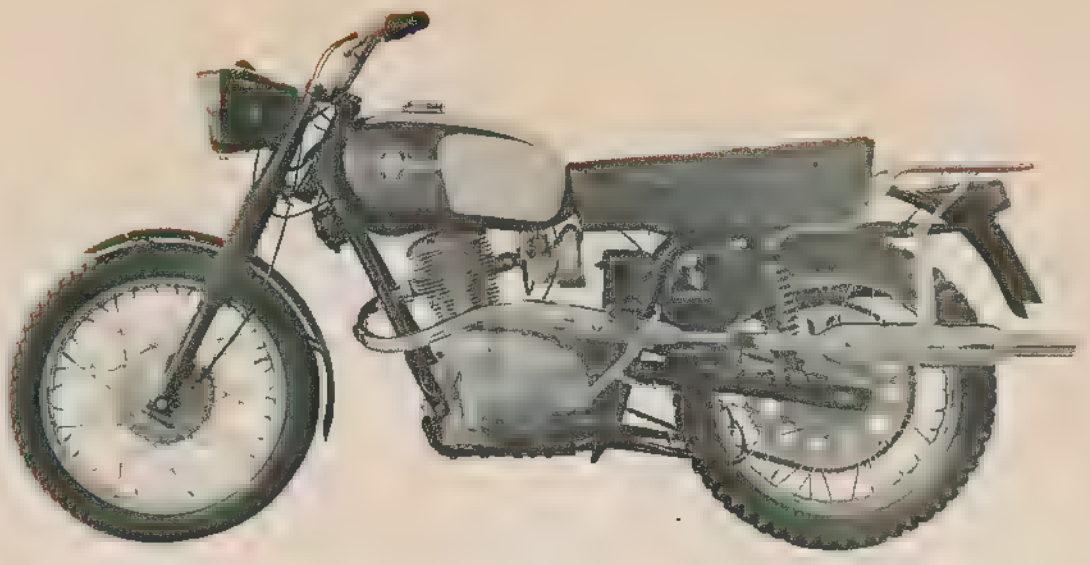
---

10 models, 98cc to 300cc. Priced from $399.00

GILERA/USA

750 Long Beach Blvd., Long Beach, Calif., Phone: HE 5 3485

We're not looking for a lot of dealers . . . just a few who want to make a lot of money. If interested, write or telephone Jim Roche, Executive Vice-President, Gilera/USA.



TAKE T & C...

GILERA TOWN & COUNTRY 98

Here's a brand new motorcycle with a split personality. With its fantastically versatile wide ratio gear box, Gilera's Town & Country 98 flattens mountains into freeways and whips along in city traffic like a hot street bike

Gilera's Town & Country 98 is exclusively designed and engineered for the American Sportsman with these sensational features:

- Wide Ratio Gear Box for maximum efficiency in all gears
- Up-swept exhaust and safety heat shield to protect your leg
- Heavy-duty chrome camper rack
- Full-length engine skid plate
- Special design trail handle bars with adjustable control levers
- 98cc — 4 cycle

10 other Gilera models from 98cc to 300cc

Western Factory Distributor:

GILERA/USA

750 Long Beach Blvd., Long Beach, Calif. 90813 • Phone: (Area Code 213) 435-3485

Eastern Factory Distributor:

GILERA ATLANTIC MOTOR CORPORATION

3112 N. W. 36th St., Miami, Fla. 33142 • Phone: (Area Code 305) 633-1451

We're not looking for a lot of dealers... just a few who want to make a lot of money. If interested, write or telephone Robert E. Johnson, Executive Vice-President, Gilera/USA.

A GOLDEN SHAPE BOOK
The Elephant book
A GOLDEN SHAPE BOOK
5916

Golden Shape Books

come in many intriguing shapes

are only 29¢ each

contain 24 bright, full-color pages

have shiny cardboard covers

AND ARE NATURALS FOR
YOUR TOY DEPARTMENT!

See
SHAPE BOOKS
and many other high-turnover items
in the Golden Press suite at the
Hotel New Yorker, Rooms 540 541,
or in the permanent display room of
Golden Press at 850 Third Avenue

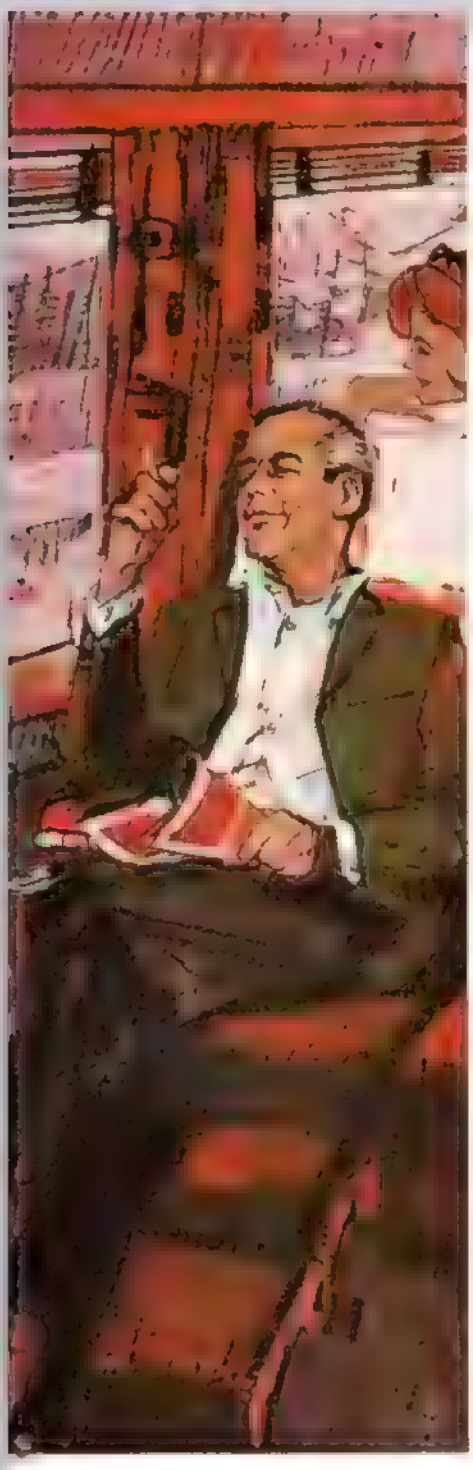
GOLDEN PRESS
the best known name in
children's books now offers
your toy department a wide
range of juvenile books
and activity boxes
from 29¢ to $1.00

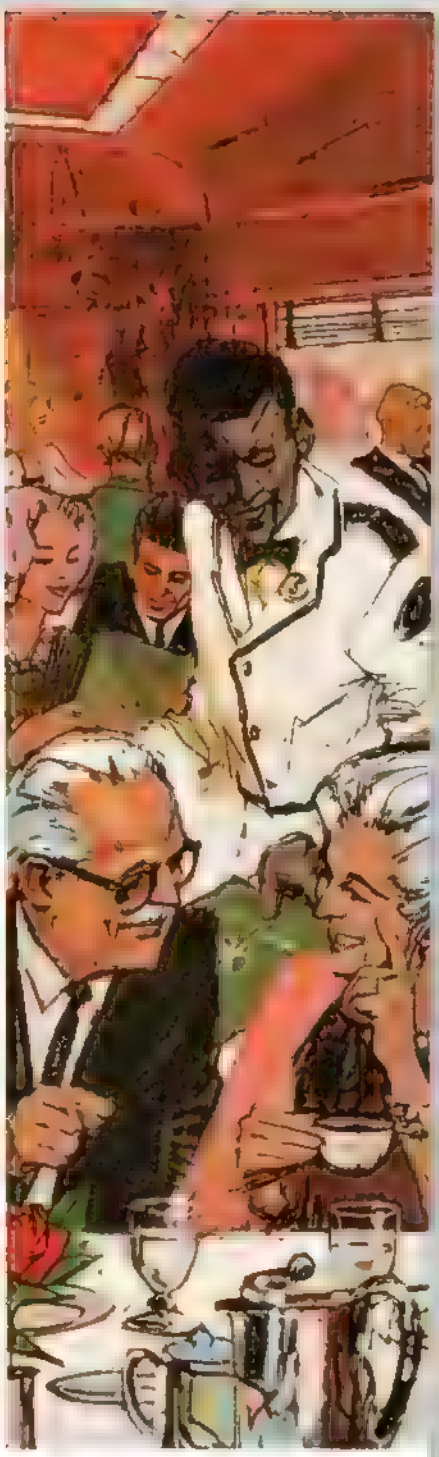
Golden Shape Books
are a smash hit!...
selling at the rate of one million books a month!

6 new titles just added—
now 18 gay, colorful Shape Books
available in pre-pack assortment
for immediate delivery
to your toy department

144 books, $41.76 retail
Books, base, and sign come in
a single sealed unit.)

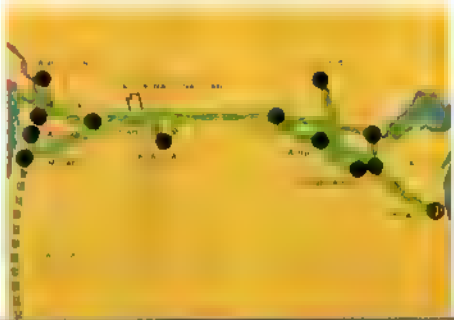
ANOTHER FIRST from
GOLDEN PRESS
TOY DIVISION
850 Third Avenue New York 10022





Rediscovered! The carefree way across America's great northern country. Travel relaxed aboard the incomparable Empire Builder and see for yourself what makes Great Northern really great!!!

Empire Builder between Chicago and Seattle-Portland each way every afternoon. America's most spectacular scenery, sumptuous Pullman space, reserved reclining coach seats. Great Dome cars. dinner by reservation in the elegant dining car, snacks in the Ranch Car. a luxury hotel on wheels.. incomparable Empire Builder. great!



For reservations or information call Great Northern ticket offices in principal cities of the U.S. or Canada or write Great Northern Railway, St. Paul, Minnesota 55101

GREAT NORTHERN RAILWAY

THERE MUST BE SOME BOY SOMEWHERE WHO DOES NOT WANT G. I. JOE BUT WE CAN'T FIND HIM!

G I. Joe

Get your share of HASBRO action

HASBRO

THIS YEAR YOUR WILL

HASBRO

DOLL PROFITS COME IN A HAT BOX!

THE SIX WONDERFUL WORLDS OF

Dolly Darlings™

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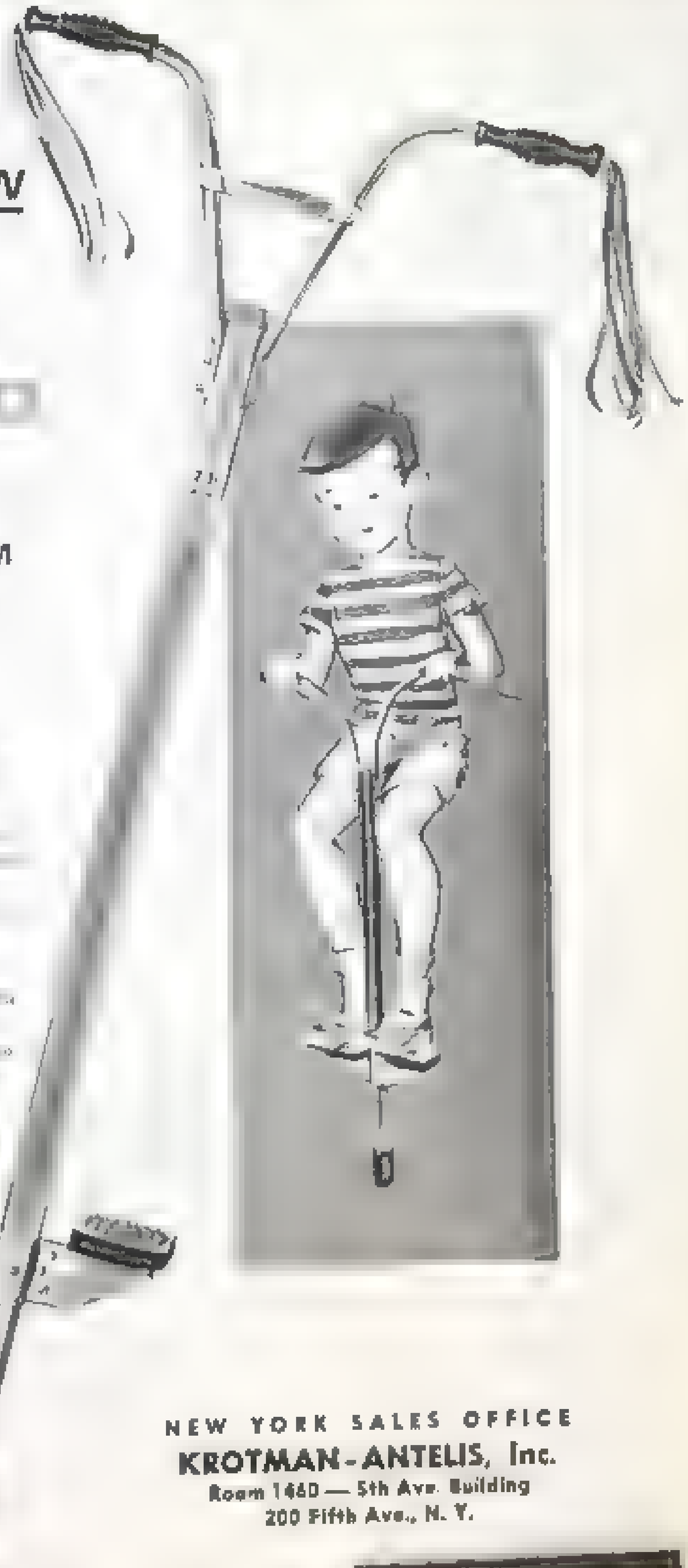
Get your share of Hasbro action!

INTRODUCING THE NEW

RIVIERA

HI-RISE

AN EXCITING NEW MODEL FROM
THE MAKERS OF THE FAMOUS
MASTER POGO



NEW YORK SALES OFFICE
KROTMAN-ANTELIS, Inc.
Room 1460 — 5th Ave. Building
200 Fifth Ave., N. Y.

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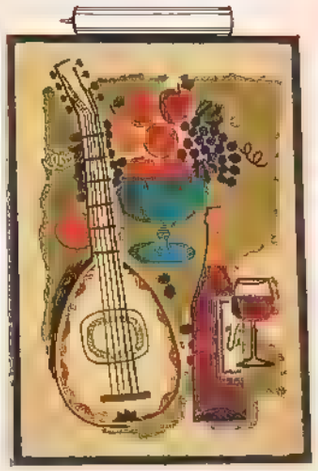
NEWEST HOBBY CRAFT SENSATION

NEW TREND IN HOME DECORATION



WOOL ART©

DO IT YOURSELF KIT

"It's as easy as tying a bow"

You can create an exquisite work of art

18 DIFFERENT COLORFUL AND DECORATIVE UNITS TO ENHANCE THE DECOR OF ANY ROOM IN THE HOUSE.

SW 1701 SPRING SONG

SW 1702 THE CHALLENGE

SW 1703 — FOUR SEASONS

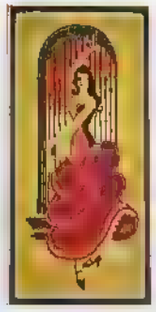
SW 1704 NORTH STAR

SW 1705 AMERICAN SPIRIT

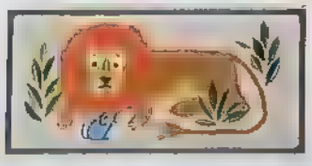
SERIES PW 1500 • 9" x 20"
(ONE PAIR (2) 9" x 20" EACH)
suggested retail $5.00 per pair
(frames not included)

PW 1501 — YANKEE DOODLE MARCHING ON

PW 1502 COCK O THE WALK HARVEST

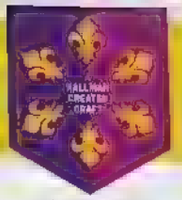


PW 1504 THE FLAME SONG OF THE S



PW 1503 SLOW BUT SURE A FRIEND IN NEED

PW 1506 - TO G



as easy to do as lacing your shoe

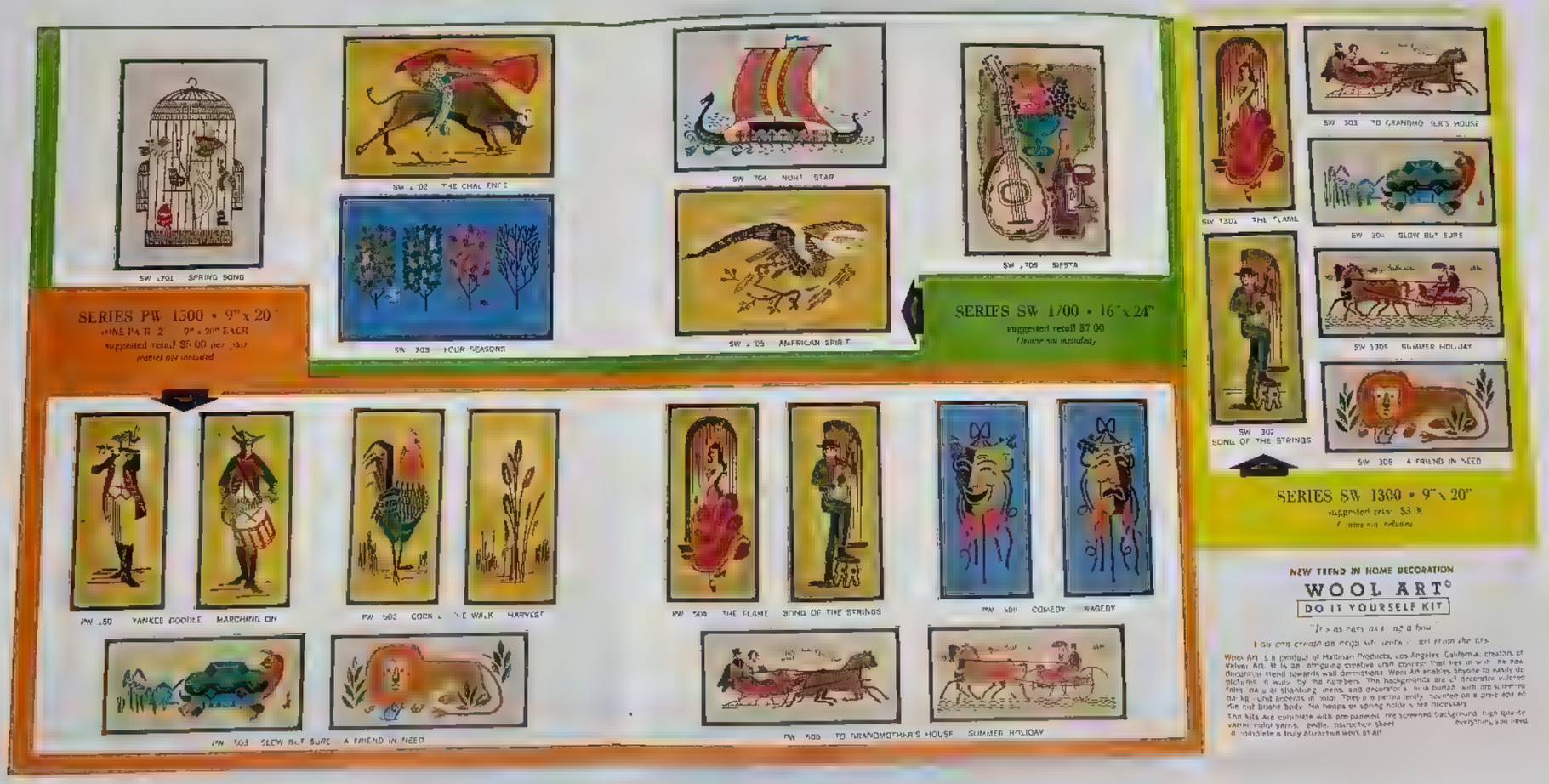
USES SIMPLE OVER AND UNDER STITCHES

You cover the printed stitch lines with colored yarn.
Watch the rich background panel develop into an exquisite decorator item.
Yarn should be pulled snugly but not stretched.
For your convenience the background material has been pre-printed, pre-stretched and mounted on a special stretching panel — no hoops or additional materials are required.

WOOL ART®

DO IT YOURSELF KIT

A HALLMAN CREATED CRAFT


SW 1701 SPRING SONG
SW 702 THE CHALLENGE
SW 703 FOUR SEASONS
SW 704 NOAH'S STAR
SW 705 AMERICAN SPIRIT
SW 705 SIESTA
SERIES PW 1500 • 9" x 20"
ONE PAIR 2 - 9" x 20" EACH
suggested retail $5.00 per pair
frames not included
SERIES SW 1700 • 16" x 24"
suggested retail $7.00
frames not included
SW 1301 THE FLAME
SW 301 TO GRANDMA ELK'S HOUSE
SW 204 SLOW BUT SURE
SW 1305 SUMMER HOLIDAY
SW 305 SONG OF THE STRINGS
SW 306 A FRIEND IN NEED
SERIES SW 1300 • 9" x 20"
suggested price $3.95
frames not included
PW 150 YANKEE DOODLE MARCHING ON
PW 502 COCK O' THE WALK HARVEST
PW 504 THE FLAME SONG OF THE STRINGS
PW 501 COMEDY TRAGEDY
PW 503 SLOW BUT SURE A FRIEND IN NEED
PW 505 TO GRANDMOTHER'S HOUSE SUMMER HOLIDAY

NEW TREND IN HOME DECORATION

WOOL ART©

DO IT YOURSELF KIT

"It's as easy as 1 - 2 - 3 to have

like one created on regular artist's canvas from the kit.

Wool Art is a product of Hallman Products, Los Angeles, California, creators of Velvet Art. It is an intriguing creative craft concept that ties in with the new decorator trend towards wall dermatypes. Wool Art enables anyone to easily decorate pictures in walls by the numbers. The backgrounds are of decorator velvet finish on a flat shedding linens, and decorator's hook burlap with pre-stamped basic color accents in solid. They are permanently mounted on a pre-cut hardboard body. No hooks or spring holders are necessary.

The kits are complete with pre-painted, pre-screened background, high quality yarn, color yarns, needle, instruction sheet everything you need to complete a truly attractive work of art

HALLMAN'S WOOL ART LINE

backed up by complete merchandising and advertising campaign:

VOL. XCIV Four Sections Section A

FLOOR MERCHANDISER

DEAL WAM - 10

consists of

- ONE FULL COLOR FLOOR MERCHANDISER size 42" x 24" x 70"
- 12 ASSORTED WOOL ART KITS (1 dozen) Series SW 1700 $7.00 size
- 24 ASSORTED WOOL ART KITS (2 dozen) Series PW 1500 $5.00 size
- 36 ASSORTED WOOL ART KITS (3 dozen) Series SW 1300 $3.00 size
- ONE COMPLETED WOOL ART WALL DECORATION beautifully framed, with portrait light, $7.00 size
- FULL COLOR WINDOW BANNER
- SHIPPING WEIGHT 155 LBS PACKED IN 10 CARTONS

JUNIOR FLOOR MERCHANDISER

DEAL WAM - 11

consists of

- Easily assembled shipper display unit 24" x 20" x 58" (colorful header card)
- 12 ASSORTED WOOL ART KITS (1 dozen) Series SW 1700 $7.00 size
- 12 ASSORTED WOOL ART KITS (1 dozen) Series SW 1500 — $5.00 size
- 12 ASSORTED WOOL ART KITS (1 dozen) Series SW 1300 $3.00 size
- ONE COMPLETED WOOL ART WALL DECORATION, beautifully framed, with portrait light, $7.00 size
- FULL COLOR WINDOW BANNER
- SHIPPING WEIGHT 72 LBS. PACKED IN 2 CARTONS

COUNTER DISPLAY DEAL WAD - 7 *consists of*

- ONE FULL COLOR DISPLAY size 22" x 6" x 28"
- 6 ASSORTED WOOL ART KITS (½ dozen) Series SW 1700 — $7.00 size
- 6 ASSORTED WOOL ART KITS (½ dozen) Series PW 1500 — $5.00 size
- 6 ASSORTED WOOL ART KITS (½ dozen) Series SW 1300 — $3.00 size
- ONE COMPLETED WOOL ART WALL DECORATION, beautifully framed with portrait light $7.00 size
- FULL COLOR BANNER
- SHIPPING WEIGHT 36 LBS., PACKED IN 1 CARTON

Merchandising and advertising aids available on request. Ad Mats — Glossy Photos — Publicity

holgate toys

HOLGATE—since 1931 a ' buy word for mothers of preschoolers Now a Merchandis ng D vision of the Ha sam sa es organizat on. In 1965—even greater emphas s to consumer loya ty through promot on . . . a fresh mage through creative packag ng . . . a ba anced 'al wood ne" with new products com petit ve y pr ced toward sales with profit.

© Ha na Barbera Productions, nc

DIVISION OF HALSAM PRODUCTS CO.

PLAYSKOOL MANUFACTUR NG COMPANY * 3720 N KEDZIE AVE * CH CAGO 18, LLINOIS

SKANEATELES
TRANSPORTATION SETS
The finest handicraft in wood transportation materials for the preschool child. Manufactured of solid hard, northern maple with clean, crisp forms and edges carefully sanded and impregnated with wax. Durability that mothers and educators appreciate.

THE appleton LINE

Over 60 years experience n making fine qua ty Juveni a Furn ture in- c ud ng PEG DESKS and MUSI- CAL ROCKERS Promot ona y priced for volume sa es

THE APPLETON JUVENILE FURNITURE CO

Hampshire, Illinois

Popularly Priced Magnetic Puzzles

Sensible

"TEACH-A-TOT" TOYS

PLASTIC AND PROMOTIONAL EDUCATIONAL TOYS AND MATERIALS

Promotional Educational Plastic/Wood Playthings, Coord nation preschool p ay tools and bas c construction materia s for ch dren of a ages. Safe durable, non-tox c eng neered and pr ced for mass market d stribution

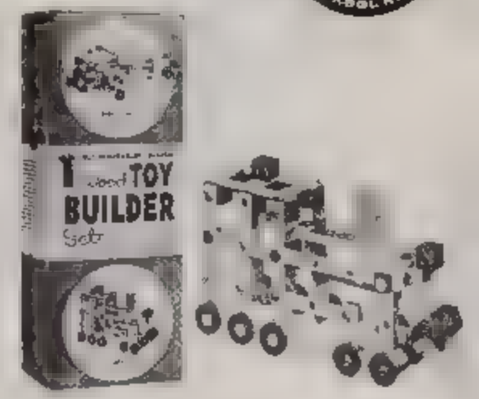
DIVISION OF PLAYSKOOL MANUFACTURING COMPANY

original

LINCOLN LOGS

America's National Toy

The best se er for far more than one quarter century. Round Wood Log Building components to construct real stic p oneer forts cab ns stockades, houses Approved for school use to teach the "expansion to the west. ' Al sets interchange A l packed n space saving sealed square can ners



LINCOLN LOGS

Wood

TOY BUILDER

Wood girders, blocks and wheels with plastic nuts and bo ts make unique mag n- at ve construction Packed in space sav ng, ful co or sea ed square container

PLAYSKOOL MANUFACTURING COMPANY * 3720 N. KEDZIE AVE * CH CAGO 18, ILLINOIS

Rm. 426 * 200 Fifth Avenue * New York 1963 S. Broadway (No. L-41) Los Angeles 7

HALSAM'S fabulous new

constructioneer

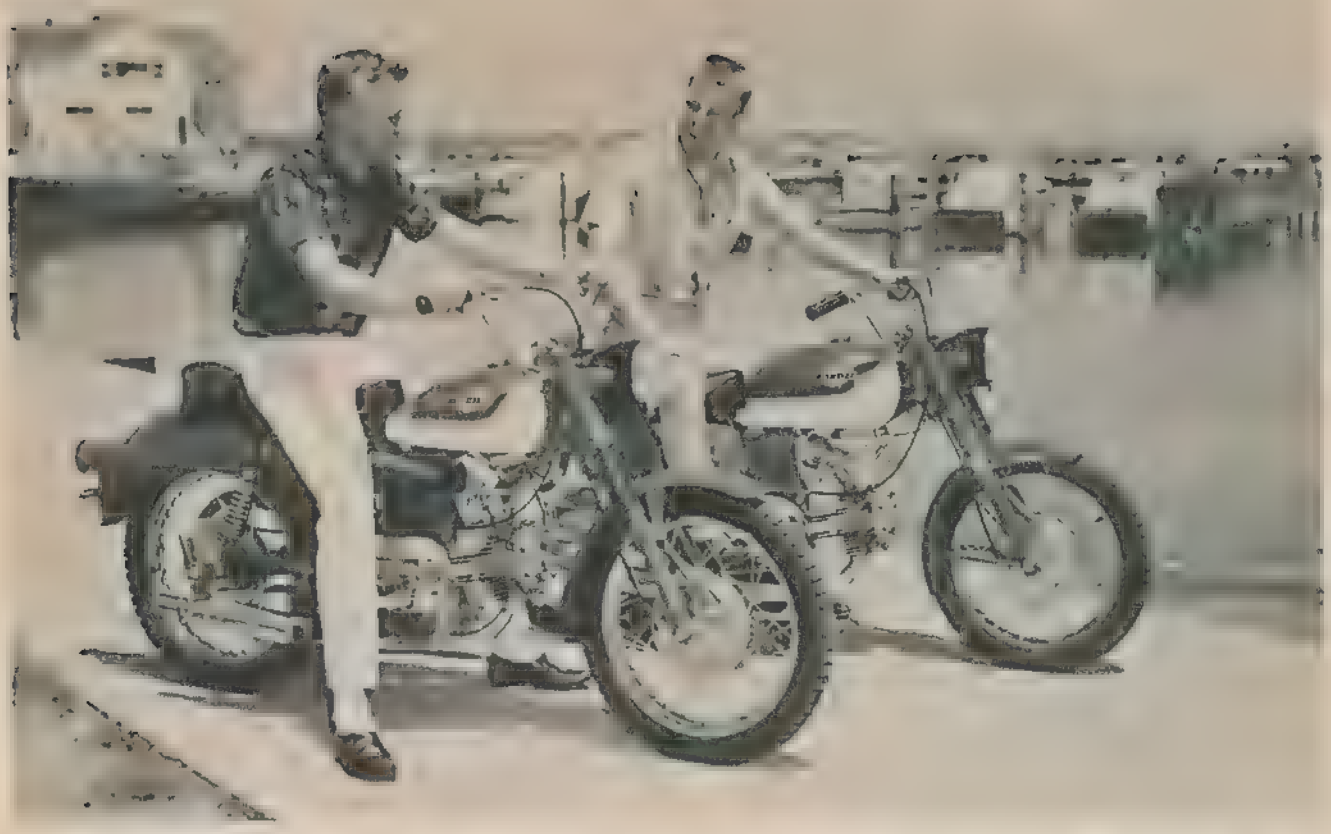
5M SYSTEM

M*odel* – **M***echanical* – **M***otion* – **M***achine* – **M***aker*

Project Sets

Magnificent colorful construction sets with all the basic elements of engineering. Nothing like it anywhere. Unlimited building opportunities. The greatest value on the market. Unique packaging.

HALSAM PRODUCTS COMPANY * CHICAGO 45, ILLINOIS
Division of Playskool Manufacturing Company



Latch on to a new "lighthearted lightweight" from Harley-Davidson

Like your travel lighthearted? Like to be footloose and fancy-free? Then put a Harley-Davidson lightweight between you and the open road (or trail) . . . and just *go.*

Choose from six different kinds of lighthearted two-wheel transportation: the M-50; Scat; Pacer; Topper H; Sprint; Sprint H*.

Why Harley-Davidson? Because the company that manufactures the world's largest and best-known line of motorcycles has an advantage when it comes to lightweights: 63 years of experience. And this know-how is ingrained throughout engineering, manufacturing, sales and service.

Only Harley-Davidson dealers offer the complete package: accessories, convenient terms, qualified service, even low-cost insurance. Bring along a friend to your Harley-Davidson dealer and test ride a lightweight, soon.

*Harley-Davidson Sprint "Streamliner" sets 250 c.c. World Motorcycle Speed Record at Bonneville 156.24 mph on regular pump gas. Timed by USAC. Sanctioned by AMA.

SCAT: The ultimate in a trail machine. Really built to take it — on the road and far beyond the trail's end. Has Hi-Level exhaust and 175 c.c. engine.

TOPPER H: Two-wheeled exc.tement the entire family will take to. No shifting or clutching — has exclusive Scootaway® automatic transmission.

HARLEY-DAVIDSON

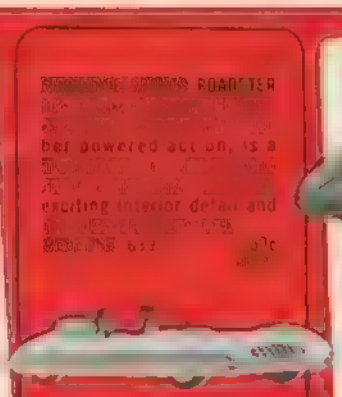
(18-196)

LUCKY 13,
ALL NEW,
ALL HOT,
first— the Weird-ohs
then— the SILLY SURFERS
NOW — THE Frantics
Frantics
TOTALLY FAB
Just proves how knowledgeable folks will worship at the shrine of great talent Totally Fab is totally fantastic. He's adored and that's your reward right where you make change Sincere!
Model No 550
$1.00 Retail
FRANTIC BANANA
Never a more compelling beckoning handsome cut of a man than this Frantic Banana. He beats the skins and customers into submission. They just can't leave without buying Tender.
Model No. 548
$1.00 Retail
FRANTIC CATS
They'll have you dancing for joy, these twistin', turnin', churnin', Frantic Cats. They dance eternally to the rhythm of those cash register joys. People with fine taste love 'em! Understandable!
Model No. 549 ..... $1.00 Retail
STEEL PLUCKERS
This duo is a double threat, their tender, sweet music will pluck the heart as they pluck the purse. They do a heap of shufflin' and a heap of business. Amazing!
Model No. 547..... $1.00 Retail
hawk
HAWK MODEL COMPANY • 4600 NORTH OLCOTT AVENUE • CHICAGO, ILL. 60631

ALL HAWK

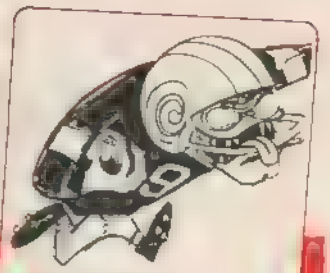
MAVERICK

Loaded with customer appeal —a motorized and customized vehicle with plated body panels, hub caps, exterior exhaust, a power train and a powerful electric motor. An outstanding attraction and challenge for every modeler
Model No. 211 .....**$2.00** Retail



ber powered action, is a
exciting interior detail and
50c

SEBRING SPORTS ROADSTER
A "live" rally wagon with the quickly identifiable lines of the true competition car. Rubber powered, to give the feel and look of live action. An outstanding competitor
Model No. 638 ..... **50c** Retail



KILLER McBASH
A terror on the gridiron who specializes in a mayhem consisting of eye-gouging, bone breaking, nose twisting and thumb twisting. A charter member of the All-American heel club, Winsome chap
Model No. 539 .....**$1.00** Retail

TANDEM SURFERS
A devastating duo of Surfers who double the thrills simply because they're paired. Whoever in all the world has seen such grace, poise, aplomb, such total awkwardness? Reason enough for these two to move in volume
Model No. 544 **$1.00** the pair

hawk
Most Trusted Name In Modeling

NAVY PANTHER
An exciting replica of the Navy F9F-3 Panther Plane that is exactingly detailed. Gives the modeler a fine chance to express his customizing skills. Captures customers with an amazing regularity
Model No. 502 .....**$1.00** Retail

TRAVELAIRE MYSTERY SHIP
A 1/48" scale model of the 1929 mystery ship which won the National Air Races with an average speed of 194.90 mph. Uncannily duplicated by Hawk so that it looks race-ready again. A dynamic looking kit with built-in thrills
Model No. 640 **50c** Retail

was produced in a variety of
Wooden Hull $1.00

WILD WOODIE
What a wild and wooly Woodie! Simulated grain paneling, porthole window, miniature surfboards for fenders combine to give this a touch of class and a customizing challenge. If they've got taste, they'll love this.
Model No. 545 .....**$1.00** Retail

HAWK MODEL COMPANY • 4600 NORTH OLCOTT AVENUE • CHICAGO, ILL. 60631

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To see all the Maine attractions, see Hertz first. Behind the wheel of a new Chevrolet or other fine Hertz car, all Maine is in easy reach. Do all the things you can only do with a car. Choose from compact to station wagon. Low Hertz rates include everything from insurance to gas—even if you buy it on the road. Make your reservations now. Call your travel agent, local Hertz office, or phone **Bangor: 942-5519, Portland: 774-4544.** Also, reserve through Portland for service in Augusta, Bar Harbor, Boothbay Harbor, Camden, Ellsworth, Lewiston, Ogunquit.

HERTZ
RENT A CAR

let **HERTZ** put you in the driver's seat!

MOST LIGHTWEIGHT MOTORCYCLES HAVE

ENGINES EXPOSED..

BUYERS CONCERNED!

HODAKA BEATS FRAME UP

To Prove to Jury
COMPETITORS
OF ACE-90
TAKE THE RAP ON
'PROTECTION' ISSUE

HODAKA ENGINEERS
GIVE EVIDENCE OF
HIGH QUALITY
CRAFTSMANSHIP

Frame Meets Obstacles Head
On 8 2 Horses Survive Killing
Blows From Rocks and Curbs
On City Streets and Mountain
Trails

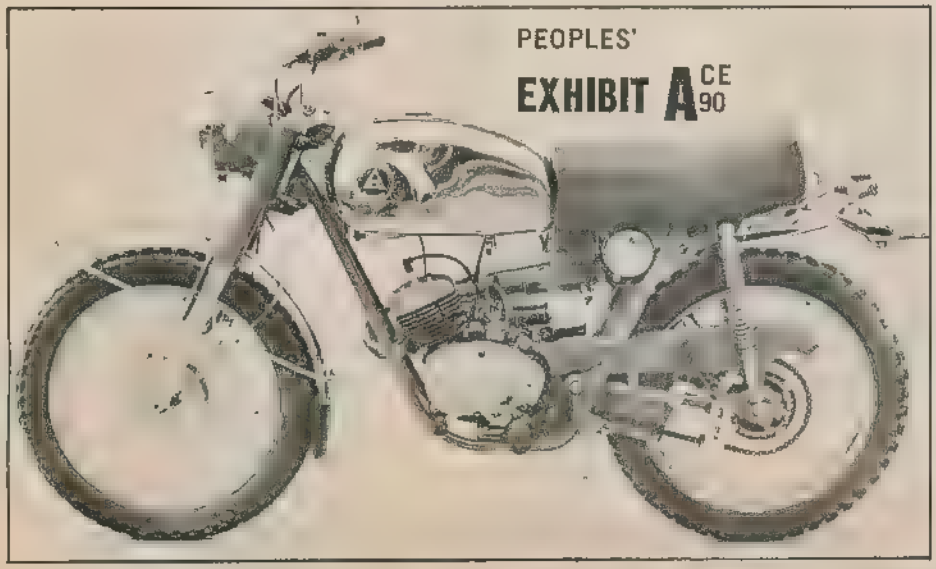
TUBULAR STEEL, DUPLEX FRAME
FULLY PROTECTED ENGINE.
ADJUSTABLE, FOLDING, HEAVY DU-
FOOT RESTS

EXTRA
8.2 HP — 90 c.c.

EXTRA
Big 2.5 Gal. Tank

EXTRA
High 8 In. Clearance

EXTRA
Easy — Long Lasting
4 - Speed Constant -
Mesh Transmission



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Sacramento Calif 95801
Phone 916-635-69[illegible]

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227 2.5 East Third S
Lewistown Penn 17044
717 248-0171

YOU, TOO, CAN BE A TRIAL WITNESS -- SEE YOUR HODAKA DEALER

designed & imported by **PABATCO** Box 327, Athena, Oregon

An exciting new low-priced, high-value diecast line is designed to bring you greater profit margins in 1965. See the surprises at Hubley, Room 611 at 200 5th

HUBLEY TOYS GUNS and HOLSTERS

Lancaster, Pennsylvania

Jacmar

EDUCATIONAL

ELECTRIC GAMES

COMMENDED by PARENTS' MAGAZINE

Here are brand new additions to the already famous JACMAR PLAYWAY TO KNOWLEDGE ELECTRIC GAMES. Each Full Color Easy-to-Sell box contains flash-light battery and bulb.

SUGGESTED 98¢ RETAIL

BATTERIES INCLUDED

No. 430
ADVENTURE IN U. S. HISTORY

This "Playway to Knowledge" game is a basic introduction to United States History. All questions answered by electricity

Retail 98c

No. 431
ADVENTURE IN GEOGRAPHY

Another Playway to Knowledge game that teaches basic geography the easy way. Questions answered by electricity

Retail 98c

New

These "Playway to Knowledge" games are truly "Adventures in Learning." Children will want all 4 games.

No. 432 **ADVENTURE IN SCIENCE**

Up to the minute basic science questions answered by electricity in this new "Playway to Knowledge" game.

Retail 98c

No. 433
ADVENTURE IN ENGLISH

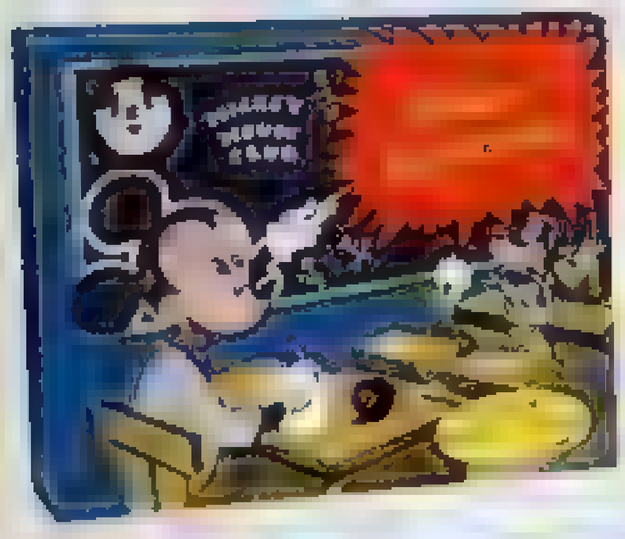
Learning basic English is easy for youngsters with this "Playway to Knowledge" game.

Retail 98c

SPECIAL No. 400 ASSORTMENT

PACKED: 3 each in a 2 dozen carton

WEIGHT: 18 lbs.



No. 422
MICKEY MOUSE MULTIPLIER

It's educational! Mickey Mouse helps little ones to learn multiplication with the help of electricity

Retail 98c

No. 423
MICKEY MOUSE DIVIDER

Youngsters enjoy learning division with this Mickey Mouse Magic Divider Complete with bulb and battery.

Retail 98c

No. 424
MICKEY MOUSE SUBTRACTOR

Subtraction is fun when Mickey Mouse shows youngsters how with electricity Bulb and battery included

Retail 98c

No. 425
MICKEY MOUSE ADDER

It's easy to add the Mickey Mouse way. Questions answered by electricity

Retail 98c

PACKED: 2 dozen to a carton assorted

WEIGHT: 18 lbs.

originated by Jacmar Mfg. Co., Inc

Office and Factory
115 West Broadway New York 3 N Y
BArclay 7-7878

Jacmar

PLAYWAY TO KNOWLEDGE

ELECTRIC EDUCATIONAL GAMES

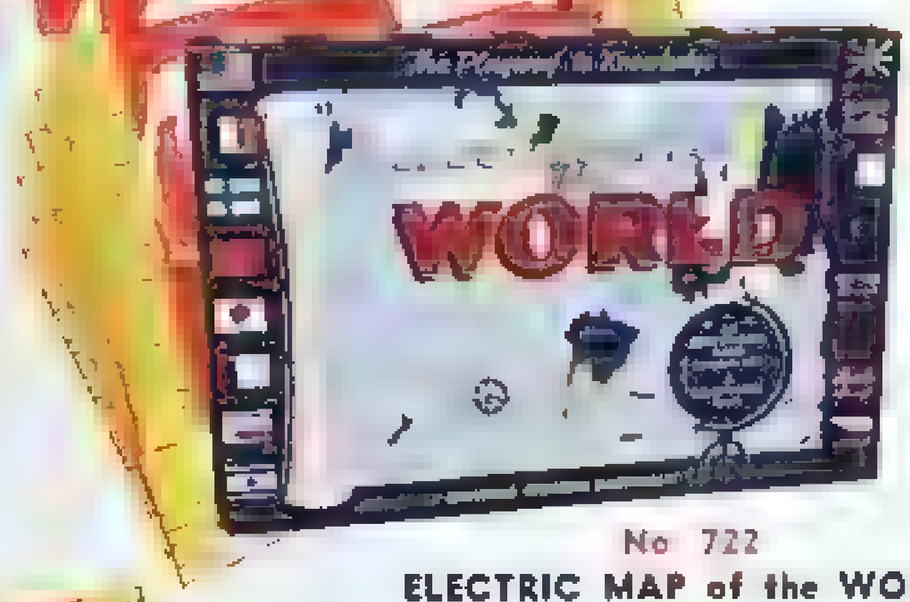
COMMENDED BY THE CONSUMER RESEARCH BUREAU OF PARENTS MAGAZINE

These are the deluxe JACMAR EDUCATIONAL GAMES that are truly the "Playway to Knowledge" for children and the "Sure Way to Profits" for dealers everywhere.

SUGGESTED $2.98 each RETAIL

BATTERIES INCLUDED

NEW!



No. 722

ELECTRIC MAP of the WORLD

Important facts and data about the wide world — absorbed quickly and easily by children of all ages.

Retail $2.93

No. 731

PLAYWAY TO KNOWLEDGE

Game that includes interesting questions and answers about English Science, Geography and U. S History

Retail $2.98

No. 721

ELECTRIC MAP of the UNITED STATES

Complete with 6 beautifully illustrated maps, plus battery and bulb. Loads of fun and educational.

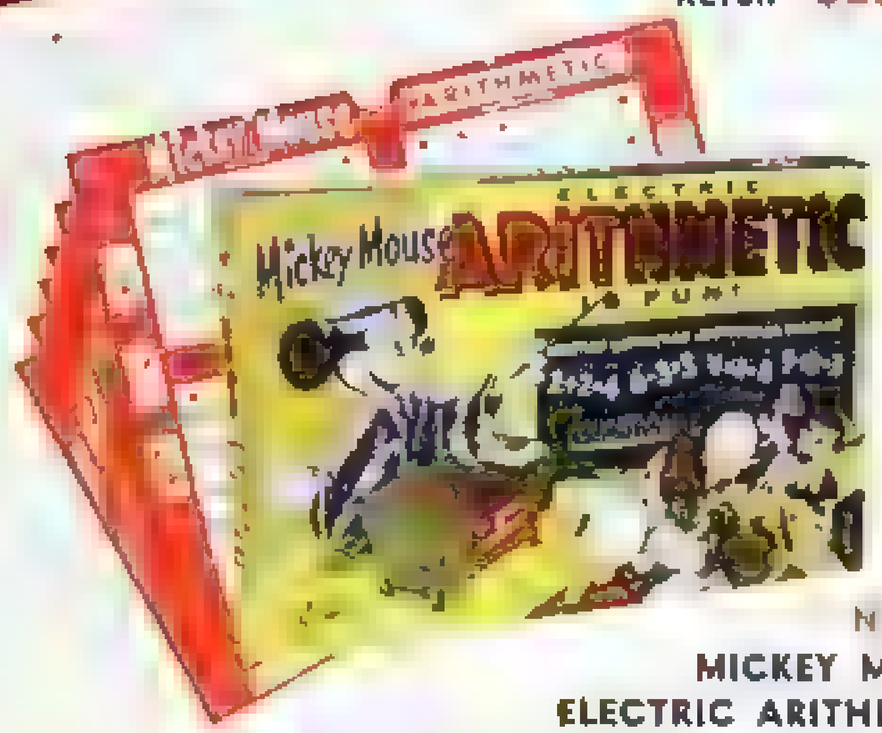
Retail $2.98

PACKED: 1 dozen assorted
WEIGHT: 28 lbs.
or
PACKED: ½ dozen assorted
WEIGHT: 15 lbs.

No. 724 **ELECTRIC ARITHMEQUIZ**

This is the famous JACMAR game that makes arithmetic easy for beginners. Complete with battery and bulb.

Retail $2.98



No. 720

MICKEY MOUSE ELECTRIC ARITHMETIC

A deluxe educational game for beginners. It teaches addition, subtraction, division and multiplication

Retail $2.98

originated by Jacmar Mfg Co., Inc.

Office and Factory
5 West Broadway New York 3 N Y
BArclay 7-7696

Watch the Birdie!

If you've had your fill of portraits of the Moon, we suggest that you see your JAWA Dealer. He may not be able to offer 24-hour service on pictures of the Moon or your Aunt Minnie's snapshots, but he'll certainly put you into an orbit of FUN on a JAWA. And after all, wouldn't you rather have your 'Out of This World' FUN right here on Earth? You're Money, Miles and Moons Ahead on JAWA!

Distributors

WEST: CYCLE IMPORTS, INC., 1325 So. La Brea, Los Angeles 19, Calif.

EAST: JAVCO MOTORCYCLE CORP., 555 Graham Ave., Brooklyn 22, N.Y.

Just for Fun . . .

WORLD'S BEST

JAWA

TWO STROKE

Just for Fun . . . JAWA

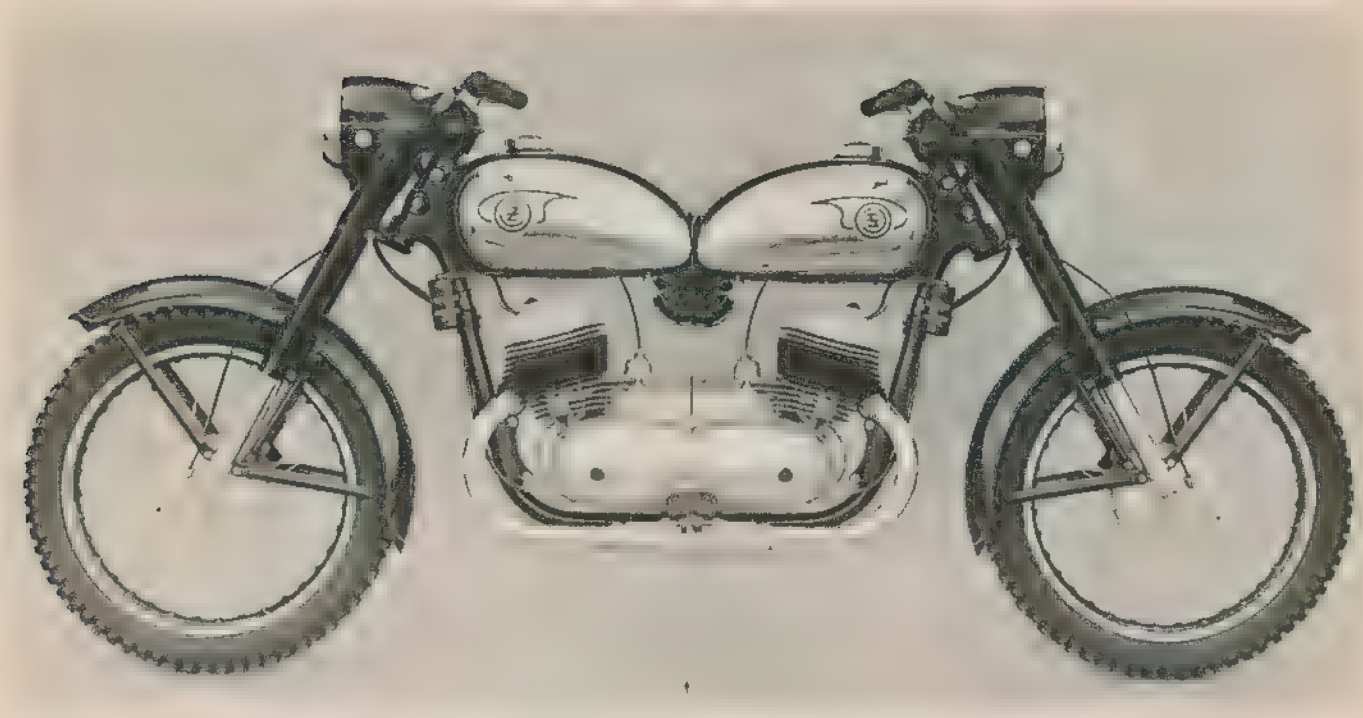
If you're seeking the most FUN per motorcycling dollar, we suggest you see JAWA first. For JAWA, known and respected throughout the world, offers both low initial cost and upkeep. Its powerful 2-stroke engine features maximum performance coupled with simplicity in design. You're miles and money ahead with JAWA! See your JAWA Dealer today. He has a model that's just right for YOU.

Distributors:

WEST: CYCLE IMPORTS, INC., 1325 So. La Brea, Los Angeles 19, Ca if.

EAST: JAVCO MOTORCYCLE CORP., 555 Graham Ave., Brooklyn 22, N.Y.

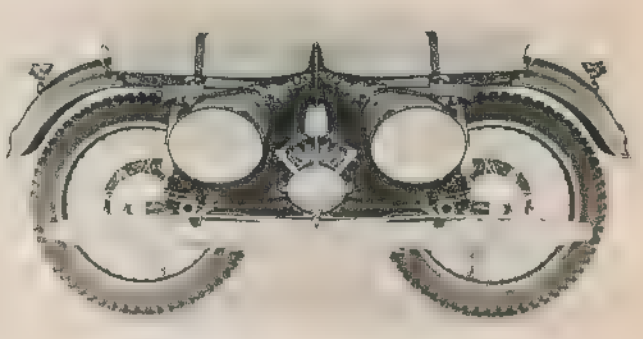
Two-Faced?

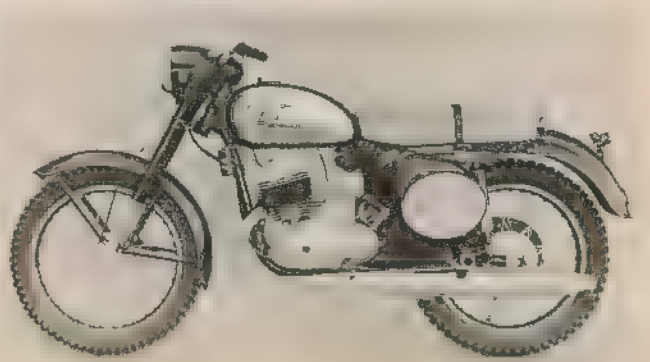


Yes, the JAWA Trials Scrambler is Two-Faced — and there's four of 'em. (Would that make it 8-Faced?). This model is equally at home on the road or in the rough, whether it be trail riding or scrambles racing. You may choose from four capacities: 125cc, 175cc, 250cc and 350cc.

The 'little jewel' at the right was included in the layout at the insistence of our art director. Being the left-over portions from the photo above, he felt this model offered tops in traction, a genuine straight-through exhaust and something unique in dual seating arrangements

If you prefer your Two-Faced JAWA going one.way at a time, we present the bottom photo of this versatile beauty. Don't ask us which of the four models it is, as they all look alike to us and even we get confused sometimes. We DO KNOW that you're money and miles ahead with JAWA. Why not see your JAWA Dealer and ask him to show you the model that doesn't care if it's coming or going.





Just for Fun . . .

WORLD'S BEST JAWA TWO-STROKE

Distributors:

WEST: CYCLE IMPORTS, INC., 1325 So. La Brea, Los Angeles 19, Calif.

EAST: JAVCO MOTORCYCLE CORP., 555 Graham Ave., Brooklyn 22, N.Y.

Robert Prashker **Morton Schiffer**
Milton Jacobs

Visit us at Room 1503, Hotel New Yorker
Room 217, 200 Fifth Avenue, New York
and see a bright new profit approach in
merchandising these items.

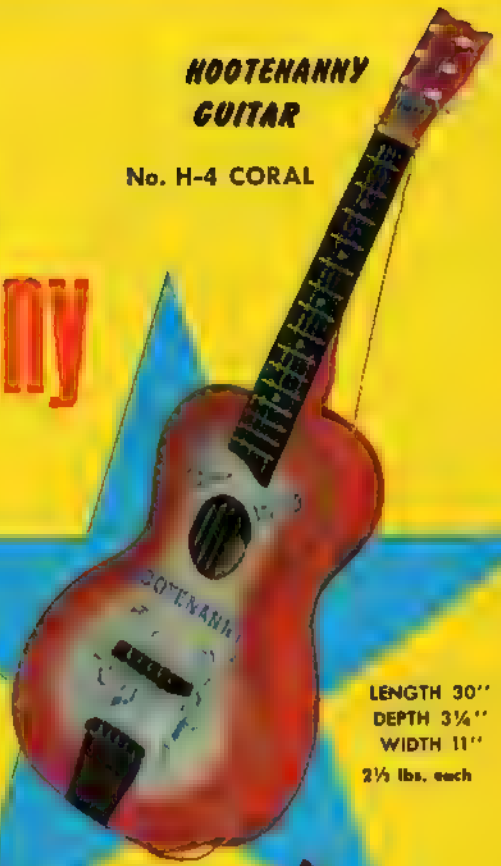
In South and Southwest — Berlow-Shillig-Speckert, Inc.

Jamy inc.

239 SCHUYLER AVENUE • KINGSTON, PENNSYLVANIA 18704 • P.O. BOX 1499 • TELEPHONE 717 287-9647

Jefferson Guitars for the Hootenanny Stars

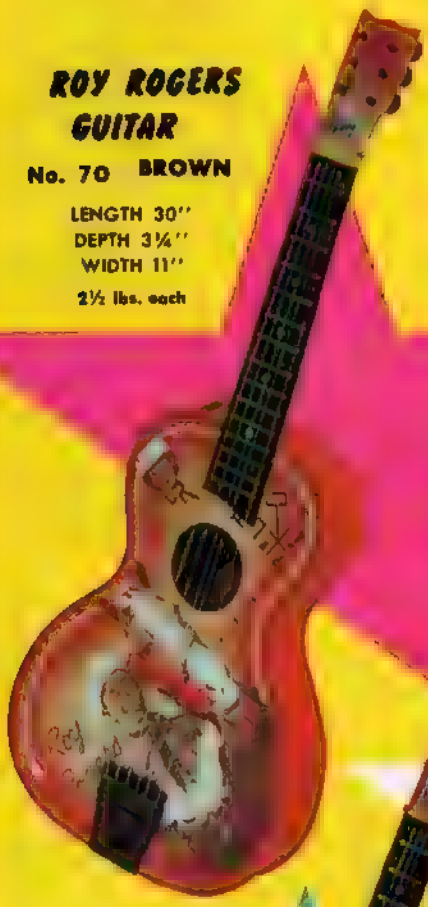
HOOTENANNY GUITAR
No. H-4 CORAL



LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

ROY ROGERS GUITAR
No. 70 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each



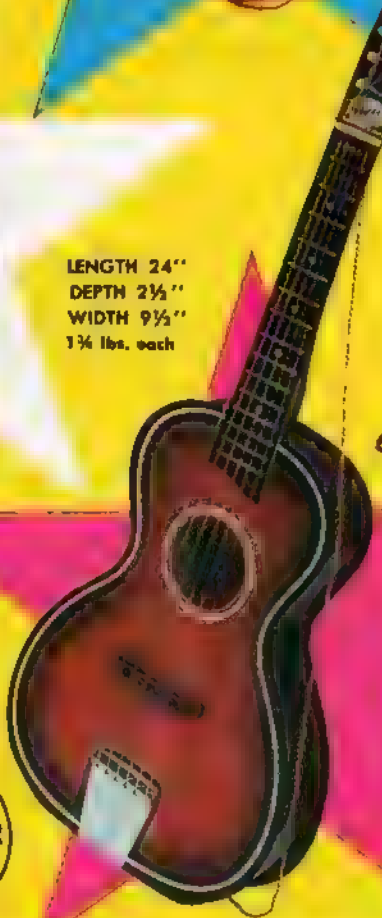
No. X60 **SPECIAL**
4-STRING GUITAR
MAHOGANY

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

HAWAIIAN GUITAR
No. 72 CORAL

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

SPECIAL
No. 80
6-STRING GUITAR
MAHOGANY



LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

HOTEL
NEW YORKER
Room 928

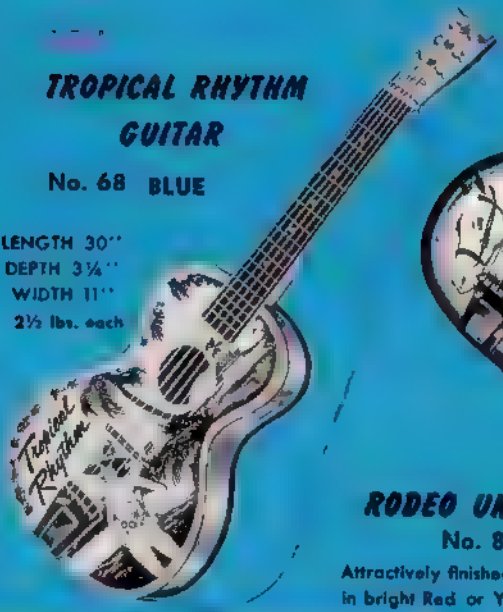
JEFFERSON MANUFACTURING CO.
200 FIFTH AVE., NEW YORK 10, N.Y. ROOM 263 WA 9-8220
FACTORY: 2433 N. ORIANNA ST. GA 5-0595 PHILA. 33, PA.

Have a profitable COMBO with Jefferson Guitars

TROPICAL RHYTHM GUITAR

No. 68 BLUE

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each



TEXAN JR. GUITAR

No. 98 BROWN

LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

PALOMINO PONY GUITAR

No. 73 BROWN

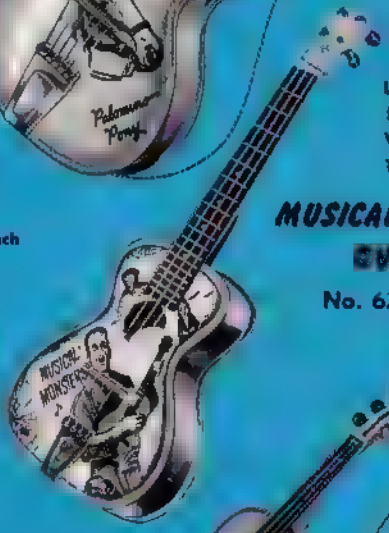
LENGTH 30"
DEPTH 3¼"
WIDTH 11"
2½ lbs. each

MUSICAL MONSTERS GUITAR

No. 67 RED

LENGTH 24"
DEPTH 2½"
WIDTH 9½"
1¾ lbs. each

NEW



RODEO UKULELE

No. 81

Attractively finished in bright Red or Yellow

VIOLIN No. 91

Regular Toy Violin

Length, 22"
Depth, 2½"
Width, 7½"
Weight 2 lbs

DELUXE GUITAR

No. 75 Our Finest Guitar

All-Wood construction Finished in two-tone Mahogany with white decoration. Equipped with six wire and nylon strings. Individually packed with instructions for tuning and playing

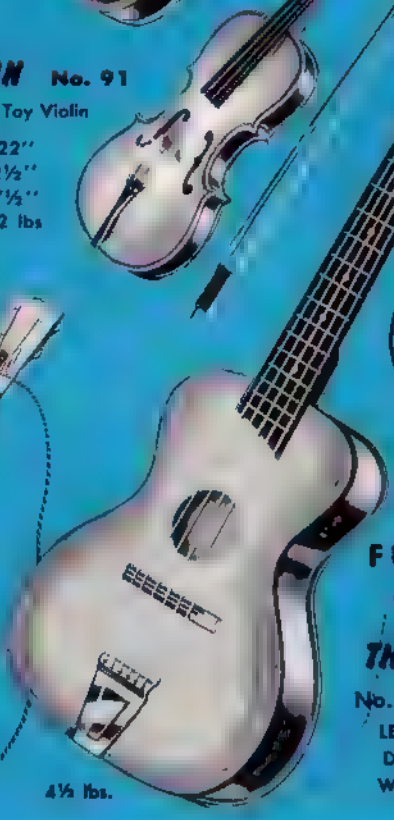
LENGTH 31"
DEPTH 3½"
WIDTH 11½"
WEIGHT 4 lbs.

COWBOY BANJO

No. 89

LENGTH 24"
DEPTH 2½"
Width 10"
Weight 2 lbs.

HOTEL NEW YORKER Room 928



4½ lbs.

FULL SIZE GUITAR

THE TEXAN

No. X96 BROWN

LENGTH 33"
DEPTH 3½"
WIDTH 12⅛"

JEFFERSON MANUFACTURING CO.

Sept 4 1965

THE NEW YORKER

Price 25 cents

Happy Herman

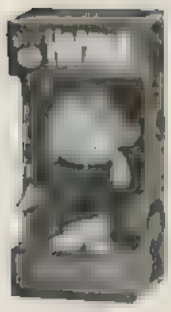
only $1. Retail

With...

Dynamic Appeal!

Rooted Hair, Soft Body, Moveable Head and Arms . . .

+



Modern Packaging

Shrink Pack in Pink "Day-Glo", Purple & White.

+

Showcase Carton!

Gives Out the "Herman" Sales Pitch . . . Loud, Clear & Often.

IS HERE!

from LARAMI Corporation

325 North 11th. Street • Philadelphia, Pa. 19107

New York Showroom 200 Fifth Avenue • Room 969

PICK UP YOUR 1965

SNEAK PREVIEW

CATALOG OF WOOD TOYS AND JUVENILE FURNITURE AT THE

N.D. ASS TOYS SALES CO. SHOWROOM 314

200 5th AVENUE, N. Y. 10 — TEL. OR 5-2644

NATALIE LEHMAN, Sales Manager

FACTORIES:

Athol, Mass.: Brant, Ala.: Buckfield, Me.

REPRESENTATIVES:

SIDNEY JAROSS Dallas, Texas • SHELDON CO Greensboro, N. C. • ALLIANCE ASSOCIATES Philadelphia, Pa

Speed up roller skate sales with Speed King

the sidewalk line that's profit-proved

#480—Extra long extension. Red wheels with matching pads. Ball Bearing Wheels. Beautiful eye appeal.

#540—Trucks mounted on live cushions. Extends to 9¾". Fully bright plated.

#495—Smooth running wheels with double row ball bearings. Oscillating trucks. Adjusts to 11⅛"

See your hardware or toy jobber now

Shaped to the shoe for perfect balance

Send for brochure

HUSTLER CORPORATION STERLING, ILLINOIS

DeLUXE IS SOLD OUT FOR '65 ...ON GYMS, THAT IS!

We'd like to say "Thank you!" to our many friends who have shown their enthusiasm for the '65 DeLuxe Gym line.

And to those who have favored DeLuxe with their orders we pledge our manufacturing facilities—for the fastest transit, [illegible] to expedite all possible [illegible] to assure the utmost in your [illegible]

We're indeed happy that you have evaluated and accepted the greatest [illegible] play-[illegible] DeLuxe has ever offered.

[illegible] you all these mer-[illegible]

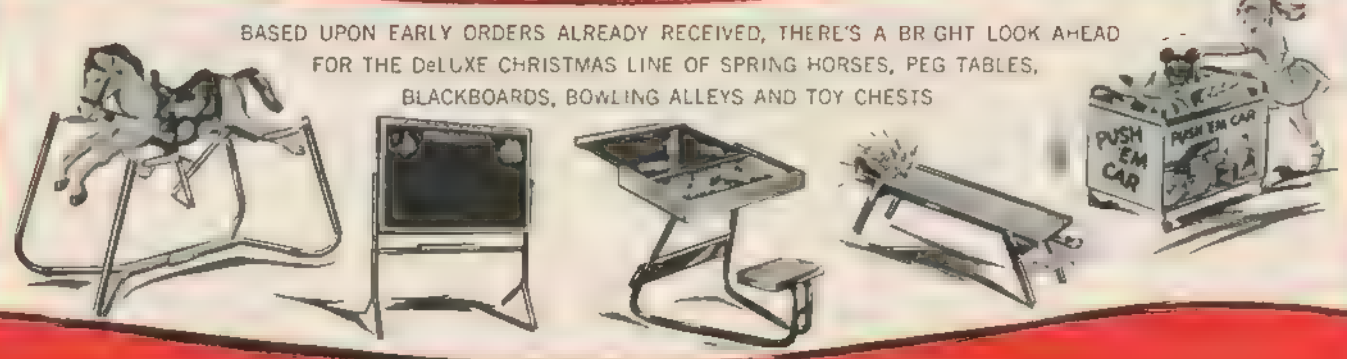
- ★ BRIGHT, BIG COLOR SCHEMES. PATIO COLORS – CANDY STRIPES – CANDY CANE.
- ★ FULLY ENGINEERED, STREAMLINED, ALL-STEEL CORNER SOCKETS WITHOUT PLASTIC CAPS.
- ★ FULLY ASSEMBLED SLIDE BEDS WITH PAINTED SIDE RAILS.
- ★ SLIDE BEDS WITH THE SHEEN AND DURABILITY OF STAINLESS STEEL.
- ★ POLARIS WELDED SKY GLIDE CHANNELS FOR EASY ASSEMBLY.
- ★ ONE PIECE, FULLY ASSEMBLED LADDER WITH WELDED SAFETY STEPS.
- ★ ONE PIECE SKY GLIDE BAR AND SEAT UNIT.
- ★ AN ALL-PRICE-POINT PROMOTIONAL PROGRAM.

DIAMOND BRAND

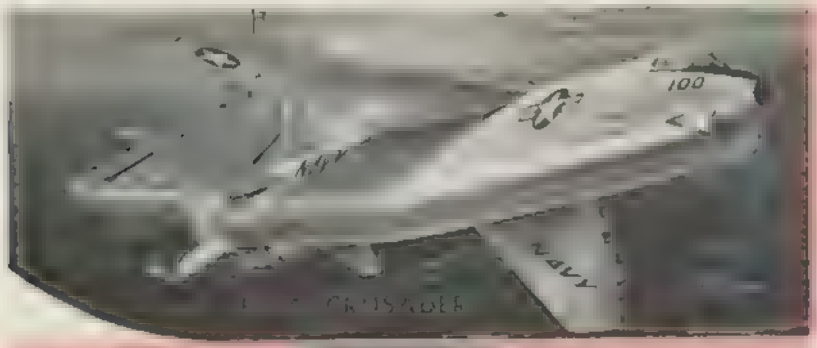
LESLIE HENRY-DeLUXE

[illegible]

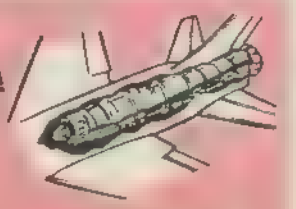
BASED UPON EARLY ORDERS ALREADY RECEIVED, THERE'S A BRIGHT LOOK AHEAD FOR THE DeLUXE CHRISTMAS LINE OF SPRING HORSES, PEG TABLES, BLACKBOARDS, BOWLING ALLEYS AND TOY CHESTS



WHY LINDBERG SELLS MORE $1.00 MOTORIZED HOBBY KITS THAN ANY OTHER MANUFACTURER IN THE WORLD!

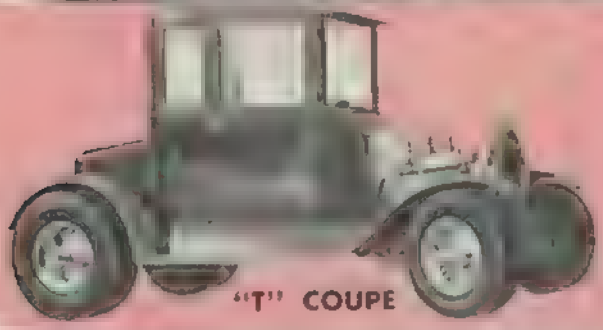


REAL JET SOUND!



Authentic scale plastic construction model. Has retractable landing gear, movable controls. Complete with electric kit motor.

KIT No. 307M



"T" COUPE

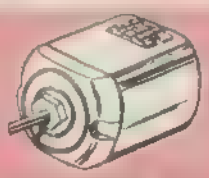
MOTOR DRIVES WHEELS THRU DIFFERENTIAL LIKE REAL CAR!

Beautifully moulded in blue and clear plastic. Contains more than 45 parts. Completely motorized

KIT No. 623M

AIRCRAFT CARRIER HORNET

PUT IN WATER!



MOTOR MOVES SHIP

For Display or Use in Water

32 inches long. Complete with electric kit motor.

KIT No. 776M

MOTOR SPINS PROP!

8⅞" wingspan, 11½" fuselage. Kit motor included

KIT No. 306M

STUKA DIVE BOMBER

VISIT US AT THE
AMERICAN TOY FAIR
in New York March 8-13
Room 633—Hotel New Yorker
or Room 316—200 - 5th Ave. Bldg

the LINDBERG line®
ESTABLISHED SINCE 1917

LINDBERG PRODUCTS, INC. SKOKIE, ILLINOIS

New York City-200 Fifth Ave. Room 316

Canada: International Games of Canada, Ltd. 240 Eighth Street, New Toronto, Ontario

LIONEL LEVELS WITH THE TRADE

An advertisement in which we admit past mistakes, tell you where we stand today, and offer you an interesting proposition for the future.

A company must be true to itself

We learned this the hard way during years in which we set policies, made deals and even produced some toys that did not represent the real Lionel. Those troubled years are behind us now, and in the future you won't catch us trying to be anyone but ourselves.

In case you've forgotten the attitudes and products that made Lionel a household word, here they are.

We make toys that are more than passing fads. Constructive toys that stay in the home for years and are often passed from one generation to the next.

We unconditionally guarantee every Lionel toy for one year.

We make toys that are worth repairing. If a Lionel dealer can't fix it, our Factory Repair Center can. (Did you know we still repair many Lionel locomotives that are more than 25 years old?)

We prefer dealers who put their emphasis where we do—on service, quality and carrying a complete line. It seems to us that when toys are sold on price alone, everyone loses — including the consumer.

Now you know where we stand — on the customer's side and on the side of dealers who think of the customer first.

From here on out, this Lionel will be the only Lionel. Any toy that didn't measure up has been taken out of the line.

And — the toys we add to the line will be every bit as good as the company they keep in the Lionel Catalog.

GODFREY JOINS THE LIONEL CRUSADE

Everything you hear from us this year will reflect the viewpoint of the real Lionel — sane toys for healthy kids.

The success of Lionel Trains, Racing Sets and Lionel-Porter Science Sets in 1964 proved that consumers and dealers, too, want to get back to sane toys.

So we're enlisting the help of America's Number One Salesman — Arthur Godfrey. He'll be recommending "sane toys for healthy kids" to his loyal audience of millions. And directing them to their Lionel Dealers.

And we're carrying our crusade to the parents through advertising in national magazines and other media.

We're also putting new life into the famous Lionel Toy Catalog. It's every bit as exciting in 1965 as it ever was.

ARE YOU OUR KIND OF DEALER?

If you're more than an order-taker for the toy somebody else says is a hot number.

If you think personal salesmanship and service still have a place in the toy business.

If you pride yourself on carrying a complete line in stock for the convenience of your customers.

If you think the services you provide entitle you to a reasonable profit margin.

you think the way we do, and you should be a Lionel Dealer. Call your local Lionel distributor or the Lionel representative who covers your area. Ask for complete details on the New Lionel Program for Profits.

THE LIONEL TOY CORPORATION,
HILLSIDE, NEW JERSEY
New York Showroom
200 Fifth Avenue, Suite 1316.

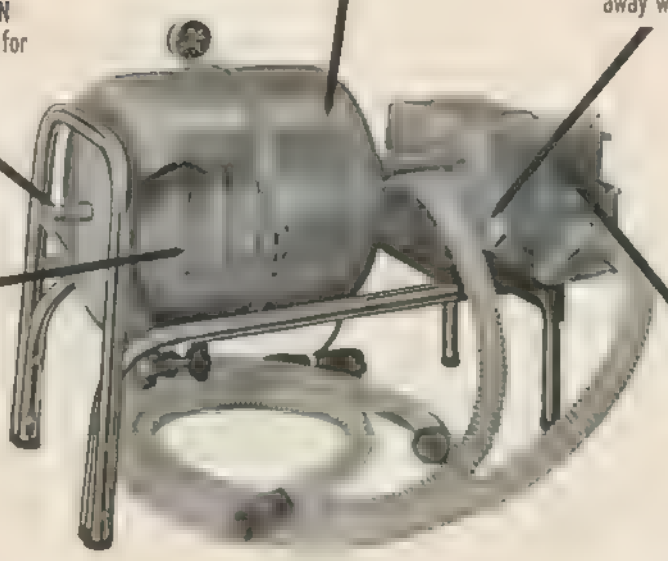
LIONEL

sane toys for healthy kids

Lomart Filters

Engineered for Extra Swim Pool Season Profits

...with extra Quality and Performance you can Sell*



*** STAINLESS-STEEL SPIN-CLEAN TANK**
Impervious to rust and corrosion . . . a turn of the handle cleans the filter

*** HIGH-PRESSURE, SELF-PRIMING PUMP**
Extra-long filter cycles . . . does away with priming problems

*** EFFICIENT DIATOMITE FILTRATION**
Exceeds health department codes for filter area and flow rate

*** INDIVIDUAL VERTICAL DISKS**
Greater filter area gives longer cycles . . . vertical construction for cleaning ease, prevents clogging

*** HAIR AND LINT TRAP**
Prevents debris from stopping filter action . . . standard on Lomart Spin-Clean Filters

There is a Lomart Filter for Every Above-Ground Pool Selling Need

PROFIT PLUS ACCESSORY FOR '65

Lomart AC65—First automatic chlorinator for above-ground pools. Answers biggest pool health problem by feeding germ-killing chlorine automatically and continuously throughout the swimming season. **Suggested full mark-up retail price: $39.95**

- **Stainless-Steel Spin-Clean Filters**
  Top performance for largest above-ground pools
- **Anthrafilt Filters**
  Efficient, economical filters, now with automatic backwash feature
- **Smartly Styled Cartridge Filters**
  Simple to operate . . . ideal for promotional selling
- **Plus Complete Filter Accessories**
  Automatic Top Skimmers; Bottom-Vacs; Pressure Gauges; Flexible Hose; Cartridges; Diatomite and Anthrafilt Filter Media; New Low-Price Test Kit

See the Lomart line at the Toy Fair, Room 653, Hotel New Yorker, March 8-12

Lomart Industries, Inc.

A division of Lomart Perfected Devices, Inc

980 Alabama Avenue, Brooklyn 7, N. Y.

people I have asked. One person flatly staked his reputation on the belief that coal-car maintenance is largely a function of the number of times a car is loaded. Another emphatically said it has principally to do with the incidence of shaker use. Still another thought body maintenance to be principally related to the number of times an open fire is built under the car to thaw the load."

Or take lading damage. Gellman notes that all the cushioned underframes, long-travel draft gear, and DF equipment which the rails possess is aimed at taming horizontal shock, that "virtually nothing is being done with respect to vertical forces." Again, does the industry really know where the damage takes place — in the yard or out on the road? "I submit that we do not," says Gellman

Gellman says that carbuilders are frequently approached with proposals for unconventional materials such as light metals, plastics, and so forth, yet cannot take advantage of them because nobody knows "the limits and character of the stresses placed on various components in a railroad car." Which may mean, in turn, that cars are expensively overbuilt and too heavy. What's more, he adds, "We are suffering greatly from having constructed significant numbers of cars which are inherently unstable under conditions often encountered in the course of routine railroading."

North American's v p. thinks that perhaps the most important single question relating to the long-run profitability of railroading revolves about the issue of specialized vs. general-purpose freight cars. (One road which ten years ago had only 7 basic types of cars now offers almost 40.) Gellman is skeptical of the rails hurriedly building specialized cars whenever a shipper requests them and argues that "the customer is *not* always right." Says Gellman: "He is only right when a long-term profit can be derived by serving him, and in many instances I fear that the capital and operating costs associated with certain special-purpose equipment far exceed that which the shipper is willing to pay for the transportation of his goods."

Summing up, he declares, "Research is not something for the other fellow. It is not a luxury. It is not merely an image builder, something with which to regale the stockholders at the annual meeting. Neither is it undertaken to provide exciting materials for the president's speeches. Research must be planned, must be adequately budgeted and properly organized. It must be considered as part of the fabric of our industry. Otherwise we cannot possibly occupy our rightful place in the sun for the future."

Alco's answer

Coast Line's newest six-motor Alco — a yellow-striped black low-nose hood bearing the road number 2011 — looks much like its Century 628 mates on ACL's roster, except for squared-off instead of curved-side fuel tanks and the protuberance of engine aftercooler radiators and shutters high on the hood behind the cab. The difference is inside. For Alco blurbs the 2011 as "the first of its kind designed and sold by an American man-

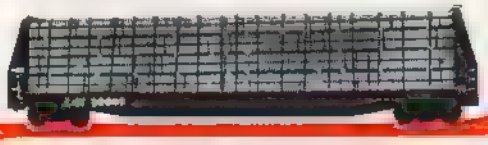
L&N will go to Almost Any Length to serve you better

86' LONG, JUMBO BOX CAR

Longer than a bowling alley, this 10,000 cubic foot L&N giant box car is designed to carry automotive parts to assembly plants throughout the South. Another L&N investment to serve its customers.

89' LONG, PEDESTAL FLAT CAR

This ingeniously designed L&N car solves the problem of shipping heavy trucks for a major motor car manufacturer. Collapsible pedestals and car-to-car ramps permit quick loading and unloading. This L&N investment reduces the shipper's transportation costs.



70' LONG, BULKHEAD FLAT CAR

This type car handles big loads of lumber, cast iron, steel pipe, wallboard. Equipped with cushioning devices, it's one of the most sophisticated cars in use. A versatile addition to the growing L&N fleet. *May we extend our services to assist you? Mail coupon.*

L&N RELY ON US

LOUISVILLE AND NASHVILLE RAILROAD

MAIL THIS COUPON

W. G. Whitsett
Vice President, Traffic
L&N Railroad Company
P. O. Box 1198, Dept. TR23
Louisville, Kentucky 40201
I would like more information about L&N Freight Services.

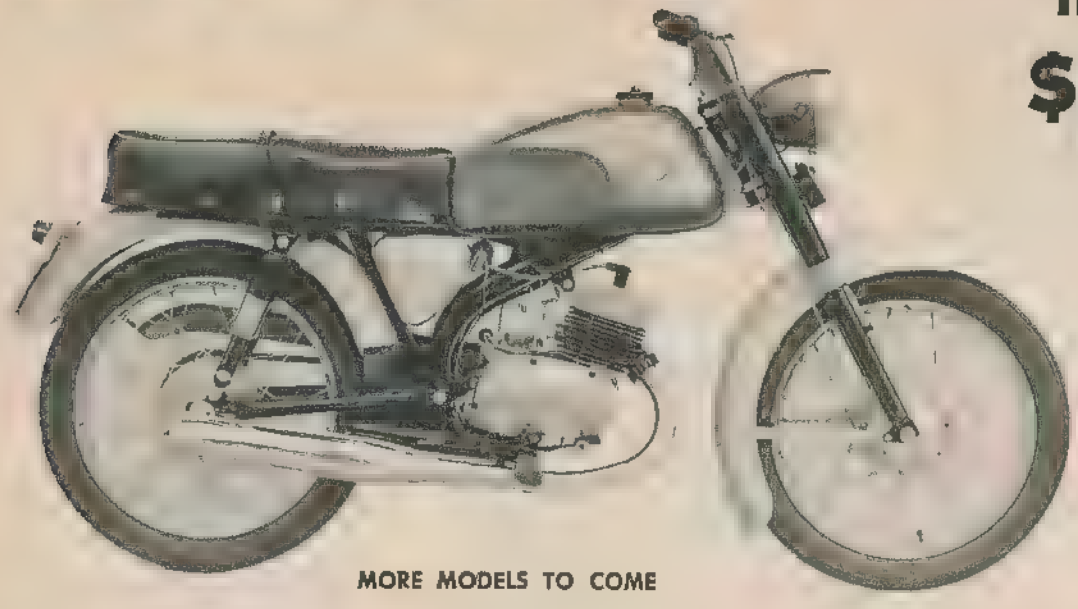
Name_____
Company_____
Address_____
City_____ State_____ Zip_____

MOTOBIC

Lightweight Sensation from Spain

$299

SEATA 100



FOR THE LIGHTWEIGHT ENTHUSIAST WHO WANTS SOMETHING JUST A BIT DIFFERENT

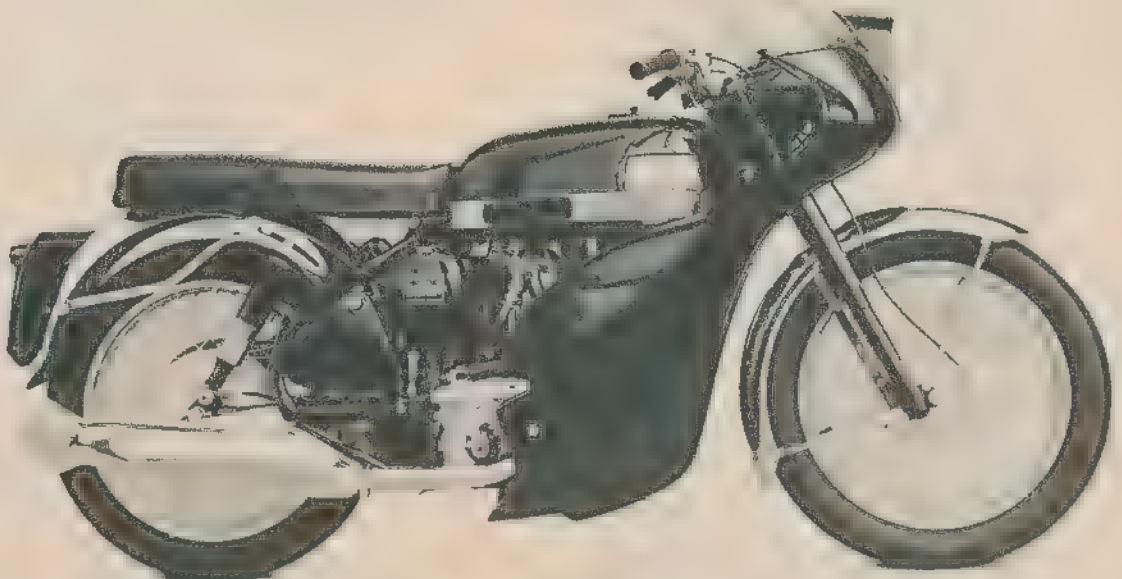
MORE MODELS TO COME

MOTOBIC 7 5 HP 'Seata 100', 7½ to 1 Compression, 95cc. Maximum speed over 55 mph. 100 miles per gallon fuel economy. Hydraulic suspension front and rear. Weight: 150 lbs. $299. p.o.e. Los Angeles.

Velocette A WINNER in EVERY RESPECT

FOR THE DISCRIMINATING ROAD & SPORTS ENTHUSIAST —

7 GREAT MODELS TO CHOOSE FROM



VELOCETTE 500cc Venom Clubman Veeline, fitted with this sleekly-styled Fairing as standard equipment. The stand-out model of the year! $1095 p.o.e. Los Angeles.

MR DEALER We are presently setting up a nation-wide network of sales and service outlets. If you are interested in becoming a franchised dealer — with protected territory — please write, wire or phone today, for your area may still be open.

UNITED STATES DISTRIBUTOR:

M.C. SUPPLY COMPANY, 1715 E. Florence Ave., Los Angeles 1, California. LUdlow 8-2229

On the BUYING Side / A Profile

Charles Sutherry

Twenty years ago Charles Sutherry began his retailing career as assistant to a store detective.

Today he's toy buyer for the J. W. Knapp Company, the largest department store in Michigan's capital city, Lansing. But his skill at sleuthing is still much in evidence. James Bond and Napoleon Solo, take note.

Last Christmas Mr. Sutherry solved the "Case of the Missing Markup."

In 1961 Chuck Sutherry came to Knapp's as buyer of hardware and housewares. At that time, the average markup on toys at Knapp's was 27. A year later, Chuck added toys to his buying duties. The result? By the end of 1964 toy sales were up and the markup had moved to a cozy average of 37.

"When I came to Knapp's, the toy department was on the third floor of the main store," Mr. Sutherry explains. "Right around the corner Knapp's had opened its Capitol Avenue store. This was a walk-in type of outlet devoted to hard goods and designed to compete with the discounters.

"We had toys up front in the Capitol Avenue store, but they were being footballed like crazy. The high markup items were in the main store, and there just wasn't enough traffic there."

After several seasons of this split selling situation, Chuck last fall consolidated all toys into one department at Capitol Avenue. The third-floor division in the main store was closed. As a result, Christmas toy sales in 1964 were 18% ahead of 1963—and much of this was in high-end, profit-producing items.

Knapp's now maintains a 2,500-square-foot toy department year

(Continued on page 136)

Columbia Toys' EXCLUSIVE

TWO for ONE

No. 2227

Mr. Bim© the MONKEY

HAS ITS' OWN FIST PUPPET*

Bim Puppet is attached to Mr. Bim's arm securely by elastic loop - Easily Removed!

NOW - SELL BIM AT THE REGULAR PRICE AND OFFER BIM PUPPET FREE FOR GREATER SALES VOLUME!

At only slightly additional cost, you can now offer 2 toys-both with play value at a Promotional Price. Hangs anywhere by wire attached in Mr. Bim's hand.

Feature MR. BIM with BIM FIST PUPPET for Plush Volume Profits!

* A TOY FOR A TOY - FOR A GIRL OR A BOY!

WRITE FOR YOUR CATALOG

COLUMBIA PRODUCTS, INC.
MANUFACTURERS OF STUFFED TOYS

1601 BELLEFONTAINE
KANSAS CITY, MO. 64127

Mystery ✳ Intrigue ✳ Adventure

TRAFFIC! SALES! PROFITS!

Sign up in the STROMBECKER® PHANTOM FORMULA RACER CONTEST NOW

1. FREE! Your name listed in October Issue, BOYS' LIFE MAGAZINE.

Your store name listed free of charge in regional edition, Boys' Life Magazine. You get the other selling moments of the yearly license promotion for the Phantom Formula Racer Contest!

2. Expect an onslaught of eager boys

3. FREE Display Kit. FREE Giveaways

4000 Major Prizes!

STROMBECKER

4. COMPLETE BOTH "1" AND "2" BELOW AND MAIL AT ONCE

State Zip

Store Name

Jobber's Name

Street Dept. No.

Store Name

Address

City State Zip

This signed form must be received by August 10 1965 Submit separate form for each store

Mail to: Strombecker Corporation
Phantom Formula Racer Contest Headquarters
4646 W. Lake Street
Chicago, Illinois 60644

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11th Hr. Report P. 4
Toy Sales Map P. 60
Toy News P. 107

JUNE 1965

Playthings

The National Magazine Of The Toy Trade

MURRAY

• Velocipede with Console "THUNDER ROD"

It's Unique! Murray has mounted its Thunder Rod "motor" in a handle bar console that has a sensational instrument panel. Other quality Murray features include: Unitized double deck frame, with large lower plate plus easy step up plate • Unitized deep fender • Full ball bearing wheels • Massive de luxe hub caps • High riser chrome handle bars with de luxe grips and colorful streamers ■ MURRAY'S Complete Line of 3 Wheelers Includes Over 30 Models in All Sizes and Price Ranges

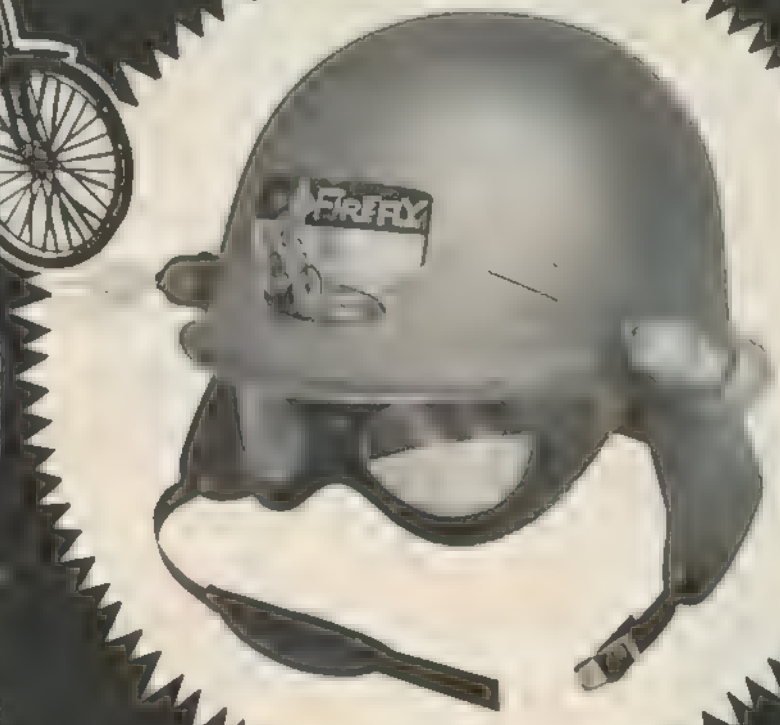
THE MURRAY OHIO MFG. CO.
NASHVILLE, TENN. 37204

More Children Ride Murray Wheels!

MACO
QUALITY TOY MAKERS
TOYS

FIREFLY™

SAFETY HELMET



Helmet is equipped with two Flash lights that can swivel all around and is used for safety on roads while bicycle riding and strolling at night. While wearing the Helmet and moving about in the dark, the flashlights give the appearance of Fireflies.

Made of gold-colored high impact polystyrene.

Each Helmet is individually packaged on a colorful display card.

EXCLUSIVE INTERNATIONAL SALES HENRY KAIL ORGANIZATION REPRESENTATION

200 FIFTH AVENUE, NEW YORK 10, N. Y.
10th FLOOR

MACO
QUALITY TOY MAKERS
TOYS

FACTORY:
3640 OCEANSIDE ROAD, OCEANSIDE, L. I., N. Y

TOY SHOW
ROOM 951, NEW YORKER

EXPORT — KRAEMER MERCANTILE CORP., 500 FIFTH AVENUE, NEW YORK, N. Y

Billiard Shoppe Display Rack by Frederick-Willys

The Frederick-Willys Company, leading maker of billiard tables and accessories, has introduced a new accessory display rack, the FW Billiard Shoppe. "There's

been a recent big rise in billiard accessory sales and many dealers have shown an interest in a good program which includes a display stand," spokesmen for the company report.

The new FW package features a fine birch cabinet, given free with the initial basic inventory. All items in the FW Billiard Shoppe are attractively packaged in poly bags with header cards for pegboard display.

Craft Master's Sculptured Wall Plaque Kit Series

A series of framed, 12"-by-36" Sculptured Wall Plaque numbered oil paintin kits has been added to the line of Craft Master Corporation, 328 N. Westwood, Toledo.

The six subjects are Toreador, Ming

Horse, Harlequin, Cornucopia, American Eagle (shown here) and Royal Coach, stock-numbered SWP 1001-1006.

Retailing at $10, each kit has one subject design mounted on a velvet-soft 12"-by-36" background panel, a 12"-by-36" wood frame with walnut and gold finish, artist's oil paints (in screw-top jars) and brushes, antique gold finishing paste, assorted trim materials and complete instructions including a numbered reference guide sheet.

Jictoons: Jan. '45

Said to be taking the country by storm was Jictoons, a new family-type cartoon puzzle game featuring four characters—Mo-Jo the Monkey, Shipwreck Sam, Max the Magician and Hank the Hunter.

Revivals by Renwal, Modern Adaptations of Classic Cars

Four new 1/25-scale model kits, said to be modern versions of classic cars, are now being made by Renwal Products, Inc., 200 Fifth Avenue, New York City.

The first offerings in what is to be a new line of Revivals by Renwal, the kits are the '66 Duesenberg, Mercer Raceabout Stutz Bearcat and Packard. Each retails at $1.98. The Bearcat and Mercer are also being manufactured as $5.95 retail kits for slot-racing competition, Renwal advises.

Based on the '32 "Duesy" Sports Phaeton, Renwal's '66 Duesenberg has sleek contours, a vibrant thrust, headlights which fold up under the noses of clamshell fenders, an updated rear cowl and a speed-slanted second windshield. It also has an accurately-detailed separate trunk, long stacks and a cutdown driver's cockpit.

The '66 Mercer Raceabout, a model of the 1911 automobile, is a big "comfortable" car with lean lines and a "greyhound look." True to classic styling ("no fancy non-essentials"), it is topless and has headlights that fold away for greater speed and a windshield which has been pared down to a bare minimum. Its super-finished mechanical components are plainly visible between the front fenders and hood.

Crisp lines and a long, gracefully-tapered nose characterize the '66 Stutz Bearcat which is based on the "automotive darling" of American's jazz age. A spare wheel rakishly mounted in a nearly horizontal position, a sliding canopy to replace the old fabric top and an upper rear quarter to serve as a roll bar are other features of this model. There are also high beams mounted in the fender noses, a typical Stutz radiator heater and a shining rear glass designed to slide down electrically.

The "aristocratic feeling" of the 1934 Packard Twin Six is said to be incorporated into Renwal's '66 twelve-cylinder Packard. Like the old convertible Victoria styling, the body of the model is full-width with flush sides and an overlapping coach shape. A blind quarter, deep-V radiator, squared off trunk and the traditional red Packard hexagon on the hubs are other points of interests.

According to the manufacturer, Revivals by Renwal came out of the work of the Exners, a father-and-son auto-designing team from Detroit. (The elder Exner is a former vice-president of design for Chrysler Corporation.) By updating definitive features of some of the classic cars, the pair came up with four auto designs which were subsequently published in Esquire magazine and seen by a Renwal executive.

The company also reports that a full-sized prototype of the Mercer, built for the Copper Development Association and based on the original designs of the '66 Revival by Renwal model, is currently on national and international display.

New Displays, Assortments, Colors Offered in Oak Line

New displays, assortments and colors are offered in the 1965 line of vinyl plastic playballs from The Oak Rubber Company, Ravenna, Ohio.

Typical of those created this year is the illustrated Pick-A-Ball displayer, as repro-

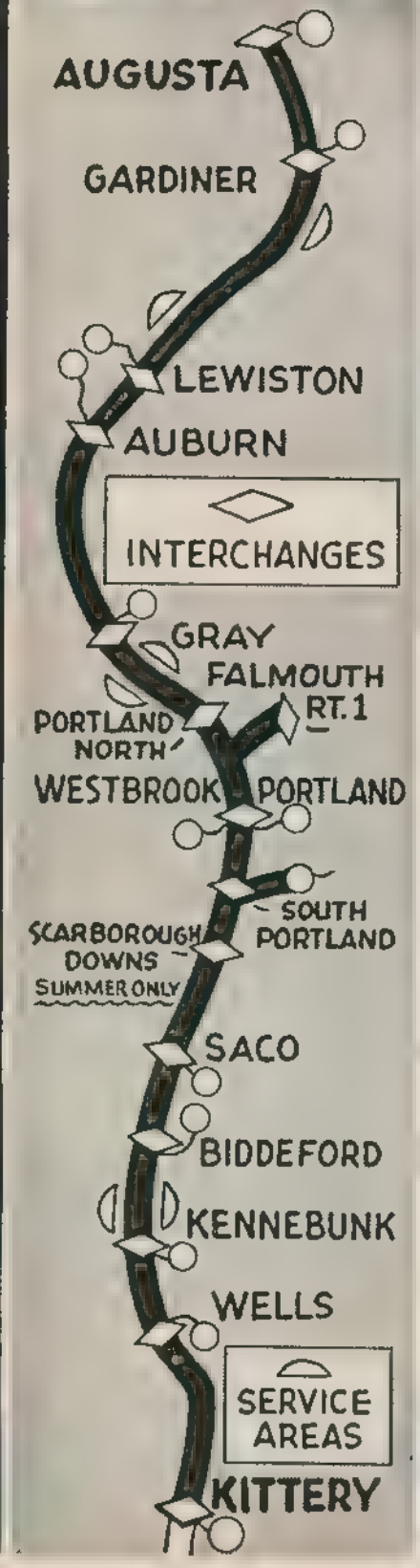
duced from Oak's full-color '65 catalog. Made of extra heavy corrugated board, the displayer is said to be a space-saving, traffic-oriented merchandiser which permits refills of less expensive, bag-shipped balls of the same size and quality. Thanks to its die-cut design, the customer can see the color and style of every ball and can remove his choice without disturbing the other balls.

The Pick-A-Ball group is available in four ball assortments. The counter displayer (#95-505) contains an assortment of two dozen 5" smoothie, marvel and confetti balls, each retailing at 59¢. Displayer #95-506 is the same deal packed with Oak's new selection of reinflatable decorated balls.

Two dozen 9½" balls that retail at $1 are included in floor model displays #95-865 (smoothie, marvel and confetti balls); and #95-866, the decorated assortment shown here.

THE MAINE TURNPIKE • EXPRESS TOLL HIGHWAY

KITTERY to AUGUSTA - 106 MILES



THE scenic Maine Turnpike, joining Kittery, the Gateway to Maine, and Augusta, the State Capital, is a modern expressway to Vacationland.

It has been engineered to provide motorists with the utmost in safety and comfort.

The Turnpike by-passes all congested areas of towns and cities between Kittery and Augusta, permitting a uniform speed without interruption, for the entire 106 miles.

Interchanges lead to all Maine commercial and recreational areas.

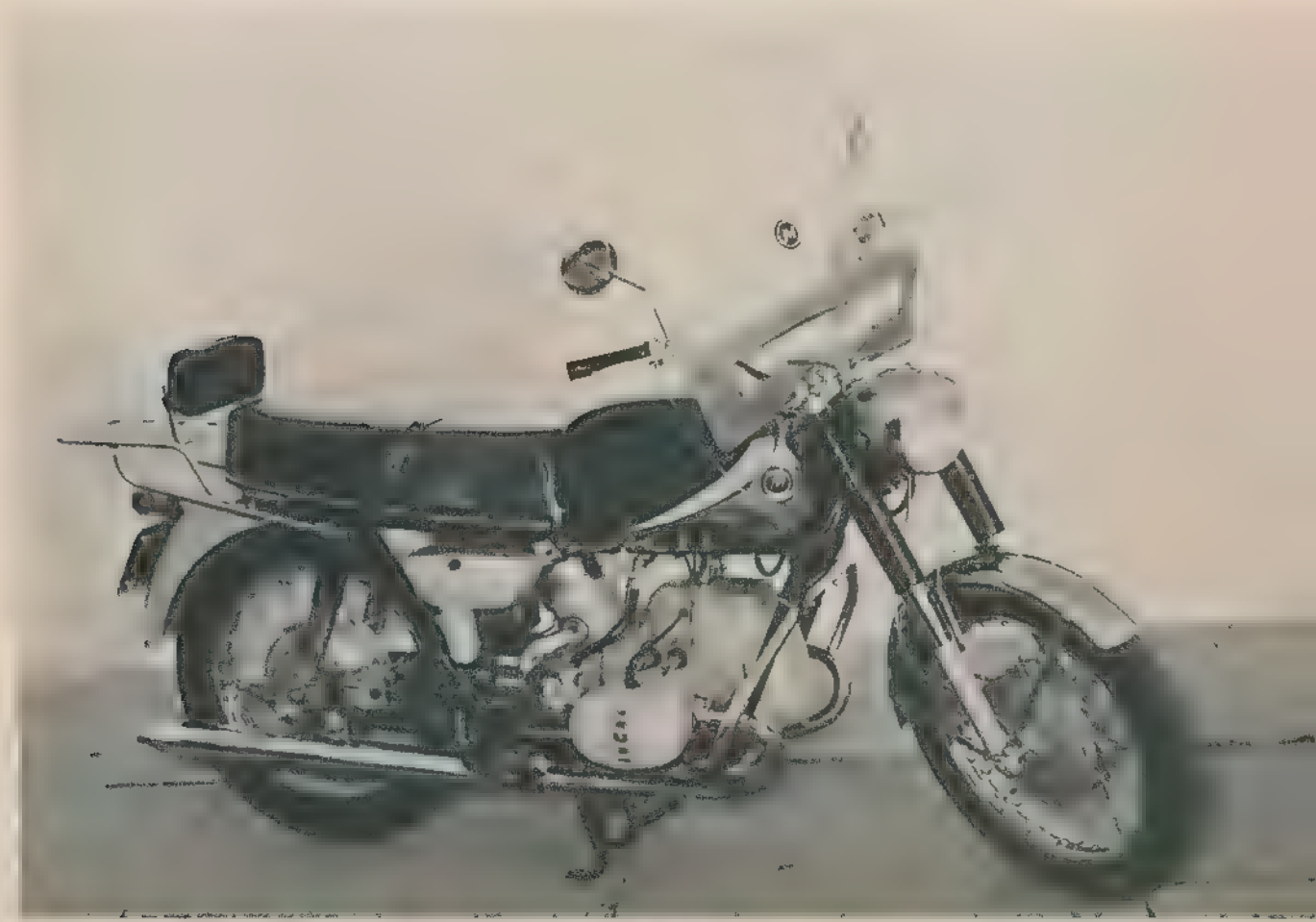
Patrol cars are on constant duty to aid travelers in any emergency.

Service Areas at convenient intervals provide modern restaurant and service station facilities.

SWIFT-SAFE-SCENIC

BUY UP TO MARUSHO

Now see . . . and ride . . . the full 500c.c. Sports Touring MARUSHO for 1965 and check these outstanding features • Silent Shaft Drive • Telescopic Front Forks • Dual Ignition • Standard Safety Bars • Standard Windscreen • Magnetic Oil Drain . . . plus many more features you'd find only on more expensive English or European vehicles.



DEALER INQUIRIES INVITED

U. S. MARUSHO CORPORATION
8588 W. Washington Blvd., Culver City, Calif.
Phone (213) - 836-3261 or 871-0371

PRESENTING THE NEW

MASTER POGO

Add bounce to your Spring sales figures with the latest Master Pogo. The revolutionary new nylon bearing means you can guarantee smoother performance and greater durability. Master Pogo has adjustable tension for all weights...safety non-slip rubber foot-pads and hand-grips...chrome-plated tubular steel construction.

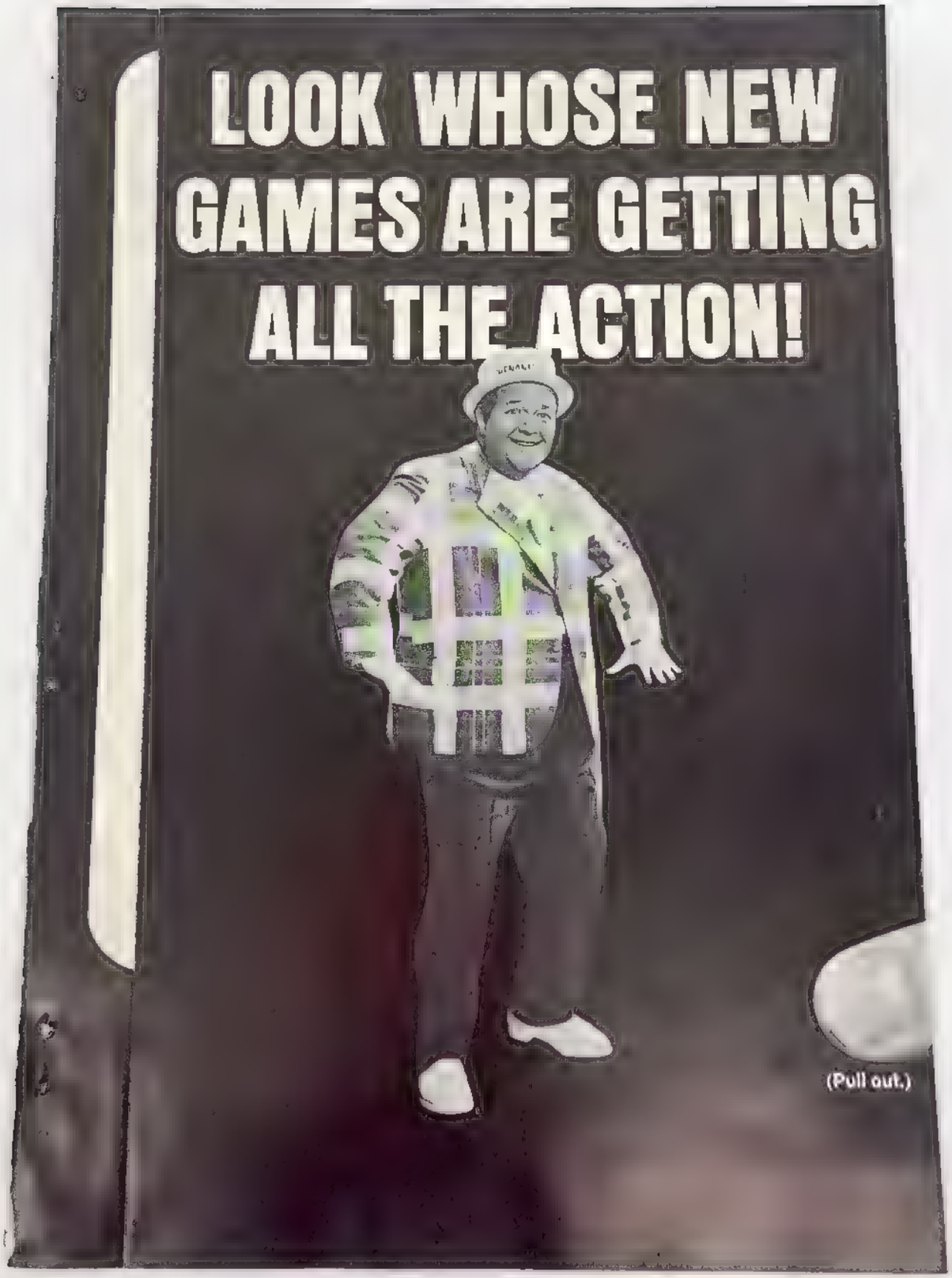
MASTER POGO IS ON DISPLAY
AT OUR PERMANENT SHOWROOM
ROOM 1460 200 FIFTH AVE.
NEW YORK, N.Y.

New nylon bearing* protects the one point subject to the greatest friction. On special laboratory testing equipment we have bounced a new Master Pogo 378,000 times with no signs of wear.
*Pat. No. 2,793,036 Additional Pat. Pending

MASTER JUVENILE PRODUCTS, INC. HANSBURG ACRES WALKER VALLEY, N.Y.

The METAL WARE Corporation

TWO RIVERS, WISCONSIN NEW YORK: 200 Fifth Ave.


LOOK WHOSE NEW GAMES ARE GETTING ALL THE ACTION!
(Pull out.)

Milton Bradley's brand-new line of action games!

NEW! OPERATION
The zany operation game that will tickle kids' funny bones! (#4545)

THE SHENANIGANS GAME
Based on Milton Bradley's own TV Game Show. Already a best-seller (#4480)

TIME BOMB
Already one of the fastest-selling games in the business. (#4444)

MELT 'N COLOR
Melting crayon creates raised, textured paintings. (#4490)

NEW! BASH
Give it a whack, reduce the stack. A real knockout game! (#4543)

NEW! WHERE'S WILLIE
Willie hides—kids seek. It's wonderful fun. Kids love it! (#4540)

POW!
The cannon game that's already a big hit with boys! (#4468)

WOW!
The pillow fight game that's already a big hit with girls (#4469)

CANDY LAND
An all-time game classic for youngsters too young to read (Standard Ed. #4931, Deluxe Ed. #4403)

NEW! MYSTERY DATE
Suspense and romance—for girls only. (#4502)

NEW! FRANTIC FROGS
The whacky wind-up game with frogs that hop! (#4505)

NEW! CAMP GRANADA
Allan Sherman's horrible camp. The object is to escape — somehow! (#4509)

Now! 26 weeks of Shenanigans on the full ABC-TV Network—reaching 6,000,000 youngsters every week!

Last year Milton Bradley's own Shenanigans (the only Network TV Game Show fully sponsored by a game maker) sent millions of kids (and their parents) into game stores all over the country.

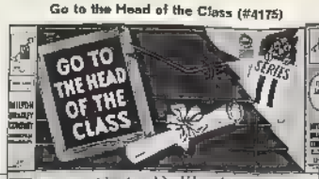
This year Milton Bradley has doubled the advertising time on Shenanigans! You'll get a total of twenty-six weeks of Shenanigans in 1965!

So order heavy—and order all twelve of these [illegible]-backed games—now!

Even More Today Show in '65 Selling:

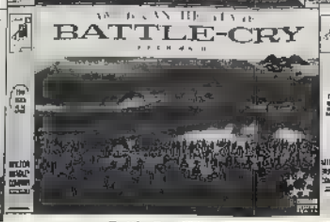
The Today Show on NBC-TV—with Hugh Downs personally selling exclusively for Milton Bradley—will reach even more game-buying parents in 1965 than ever before!

Go to the Head of the Class (#4175)

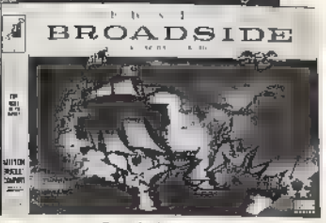


Game of the States (#4920)

Dogfight (#4302)



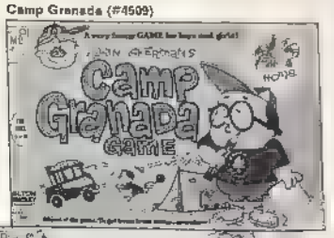
Battle Cry (#4115)



Broadside (#4270)

PLUS TWO NEW SURE-HIT GAMES

Camp Granada (#4509)



Frantic Frogs (#4505)

Even More Spot TV in '65 Selling:

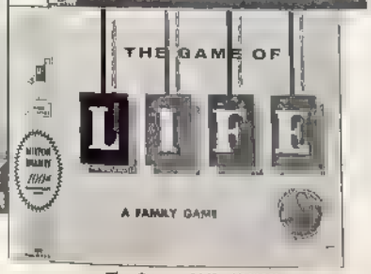
More spot TV—even more than in '64—reaching more people more times in 75 important cities in the country. Be sure you order all seven of these Spot-TV-advertised games—and order big!

Rack-O (#4615)

Stratego (#4915)

Easy Money (Standard Ed. #4039, Deluxe Ed. #4605)

Dogfight (#4302)



The Game of Life (#4000)

PLUS THESE TWO NEW SURE-HIT GAMES

Bash (#4543)

Hit the Beach (#4510)

All this plus every big-hit TV Game in the business: Password, Concentration, Beverly Hillbillies, You Don't Say, The Match Game, Bid it Right—The Price is Right, Let's Make a Deal, Alumni Fun and Jeopardy.

Again here's proof...

MILTON BRADLEY MAKES THE BEST GAMES IN THE WORLD!

MB
MILTON BRADLEY

See all of Milton Bradley's Games at:
New York: 200 Fifth Avenue, Room 340.
Chicago: Merchandise Mart, Room 1464.

THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION IN THE AUTOMOTIVE INDUSTRY

PUTTING AUTOMOBILES ON THE ROAD BY RAIL!

The automotive industry is another of America's leading industries to benefit from the unique "Creative Crews" approach of The Milwaukee Road.

New speed and safety in transferring automobiles from rail cars onto highway carriers for delivery to dealers has been achieved. Special facilities to do the job are located strategically along The Milwaukee Road's 10,500-mile, 14-state territory in Council Bluffs, Chicago, Minneapolis and Spokane. Additional facilities are available in Des Moines, Kansas City, Renton, Washington and Seattle.

The Milwaukee Road provides specially designed auto-carrying equipment, as well as large capacity box cars to handle basic automotive raw materials and parts quickly and dependably.

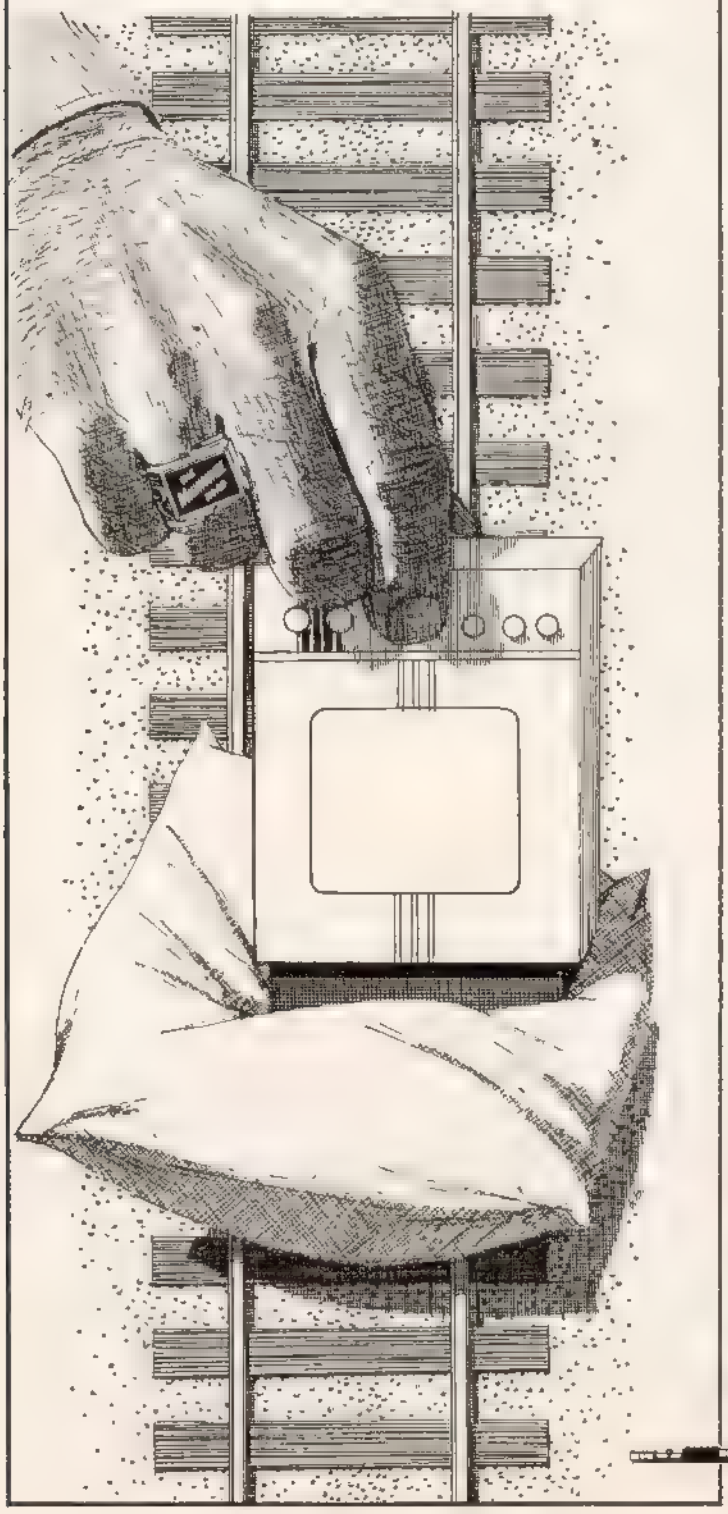
Everywhere throughout American industry our "Creative Crews" are helping build business and profits for our customers—and for The Milwaukee Road.

"Creative Crews"
a distinctive idea in railroading

A dynamic creative way of doing things is the service philosophy of the entire Milwaukee Road. It's an attitude toward transportation problems that breaks with tradition and pioneers new ideas. It's inspired by a forward-looking management outlook that is making The Milwaukee Road America's resourceful railroad . . . the railroad of "Creative Crews". The Milwaukee Road, Union Station Building, Chicago, Illinois.

The railroad of "Creative Crews"

THE MILWAUKEE ROAD'S "CREATIVE CREWS" IN ACTION IN THE HOME LAUNDRY INDUSTRY



PILLOW-SOFT HANDLING ASSURES MAR-FREE DELIVERIES

Ask any housewife. There's nothing more practical in her home than her washer and dryer. And, almost nothing more beautiful. Home laundry equipment manufacturers have seen to that. Now, washers and dryers are "living room attractive."

The "Creative Crews" of The Milwaukee Road have kept pace with the new efficiencies of the home laundry industry.

Smoother, quicker handling in rail yards and terminals cuts down damage and delay. Special device cars, more and better cars, have been equipped for the carefree, "clean" handling of washers and dryers. Additional freight cars have been rebuilt, giving increased loading capacity.

To help reduce dealer inventories, The Milwaukee Road offers the XL-Special, fastest freight service from Chicago to the Pacific Northwest, as well as excellent service to Omaha, Kansas City and St. Paul-Minneapolis.

Faster service, improved handling and better equipment, are all part of the "shippers first" attitude of our "Creative Crews". An attitude that's pushing the profit curve up—for The Milwaukee Road and for its shippers, too.

"Creative Crews"
a distinctive idea in railroading

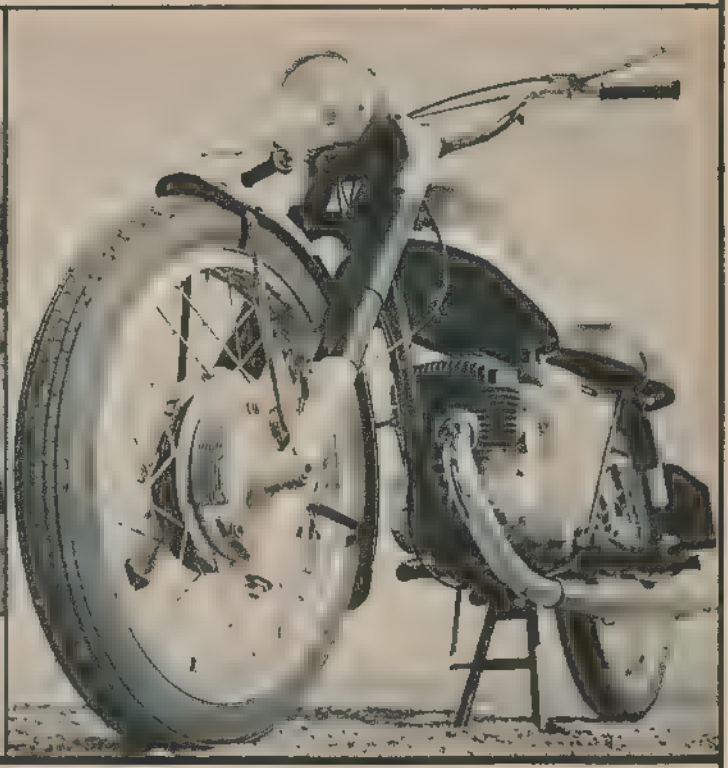
A dynamic creative way of doing things is the service philosophy of the entire Milwaukee Road. It's an attitude toward transportation problems that breaks with tradition and pioneers new ideas. It's inspired by a forward-looking management outlook that is making The Milwaukee Road America's resourceful railroad . . . the railroad of "Creative Crews". The Milwaukee Road, Union Station Building, Chicago, Illinois.

The railroad of "Creative Crews"

THE MILWAUKEE ROAD

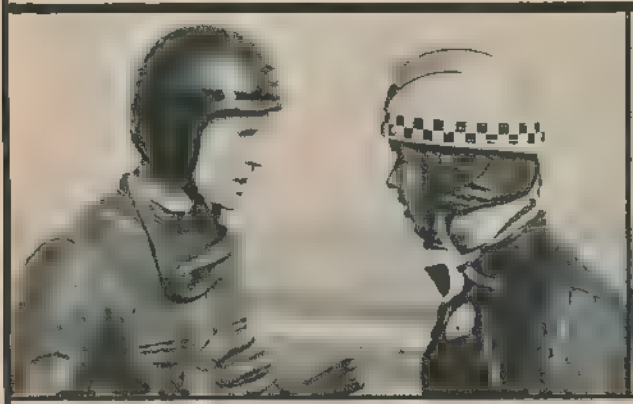
SERVING 14 STATES

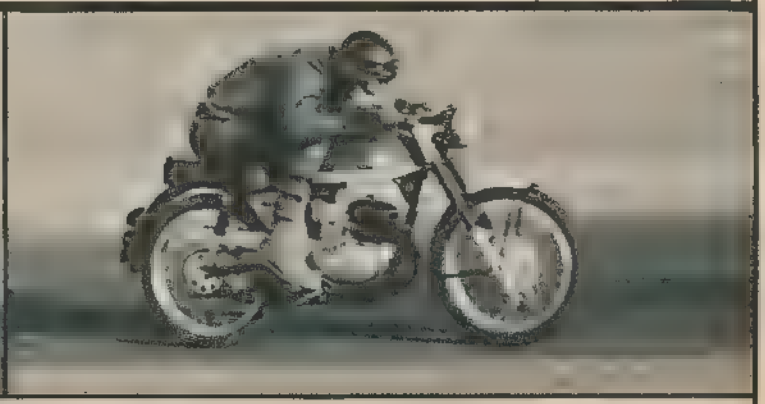
MONTESA IMPROVES THE BREED



NEW "ENDURO-TRA.L" MODEL 175cc — 16 HP — MAX. TORQUE, HIGH, QUIET PIPE. TRACTION TIRES. "A REAL STREET OR TRAIL BIKE"

NEW IMPALA SPORT MODEL, 175cc — 18 HP 90 MPH NEW TWIN LEADING SHOE FRONT BRAKE, MONOBLOC CARB., HIGHER BARS, LARGER SHOCKS.





RIVERSIDE RACEWAY ROAD TEST

MONTESA'S MGR WM. BLAKESLEE EXCITEDLY D SCUSSES PHENOMENAL PERFORMANCE OF "SUPER" SPORT WITH DAN GURNEY — 103.5 MPH!

MONTESA'S DAN GURNEY DURING HIGH SPEED PORTION OF ROAD TESTING — 90 MPH BY THE CLOCKS.

Plus! 3 More "Special" Models Are Coming . . . Viva

U.S. DISTRIBUTOR: **MONTESA MOTORS, 3657 W. BEVERLY BLVD., LOS ANGELES, CALIFORNIA**
EAST COAST DIST. & PARTS WHSE., **RIFF'S CYCLE CENTER, 660 LINCOLN HWY., RT. #1, LANGHORNE, PA.**

EXTRA

WAR

EXTRA

UNDECLARED WAR HAS BEEN GOING ON FOR YEARS AT TRACKS AND HILLCLIMBS, SCRAMBLES, ENDUROS, GRAND PRIX AND DESERT RACES THROUGHOUT THE WORLD THE SAME BIKES HAVE BEEN WAGING PITCHED BATTLES WITH NO ONE BRAND ABLE TO DOMINATE BEFORE

NOW!

A NEW WEAPON IS IN THE HANDS OF THE SMART ATTACK AND-WIN RIDERS — THE SUPER BOMB THAT *DESTROYS* OPPOSITION

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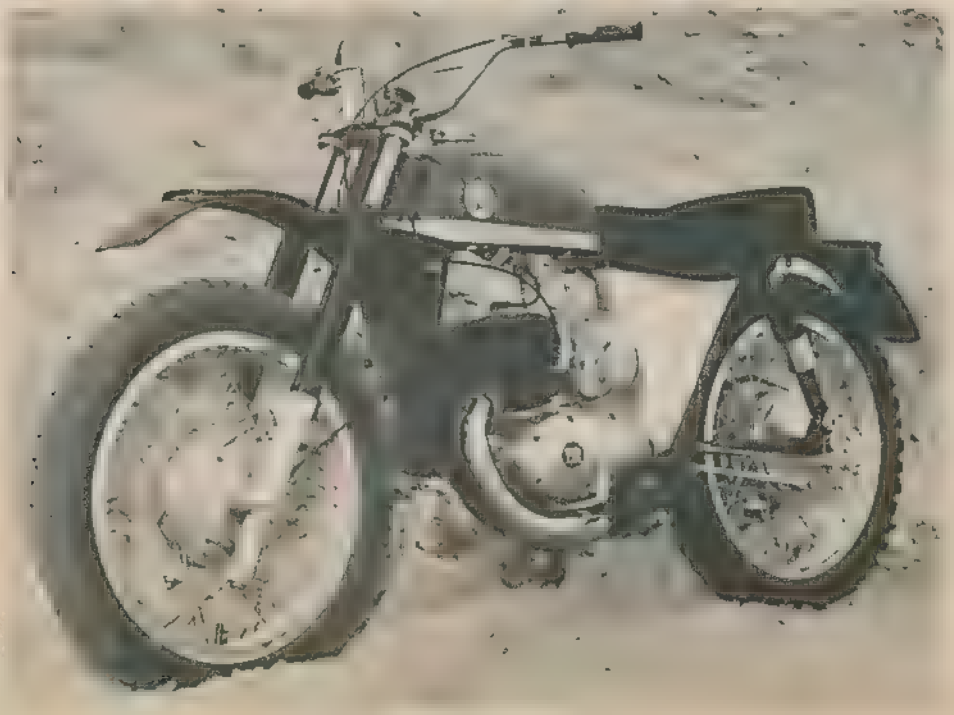


STOCK 11-40
GEARING
— 88 MPH

ENLIST NOW

just fill out and mail the coupon for full information . . .

VIVA FOR VICTORY

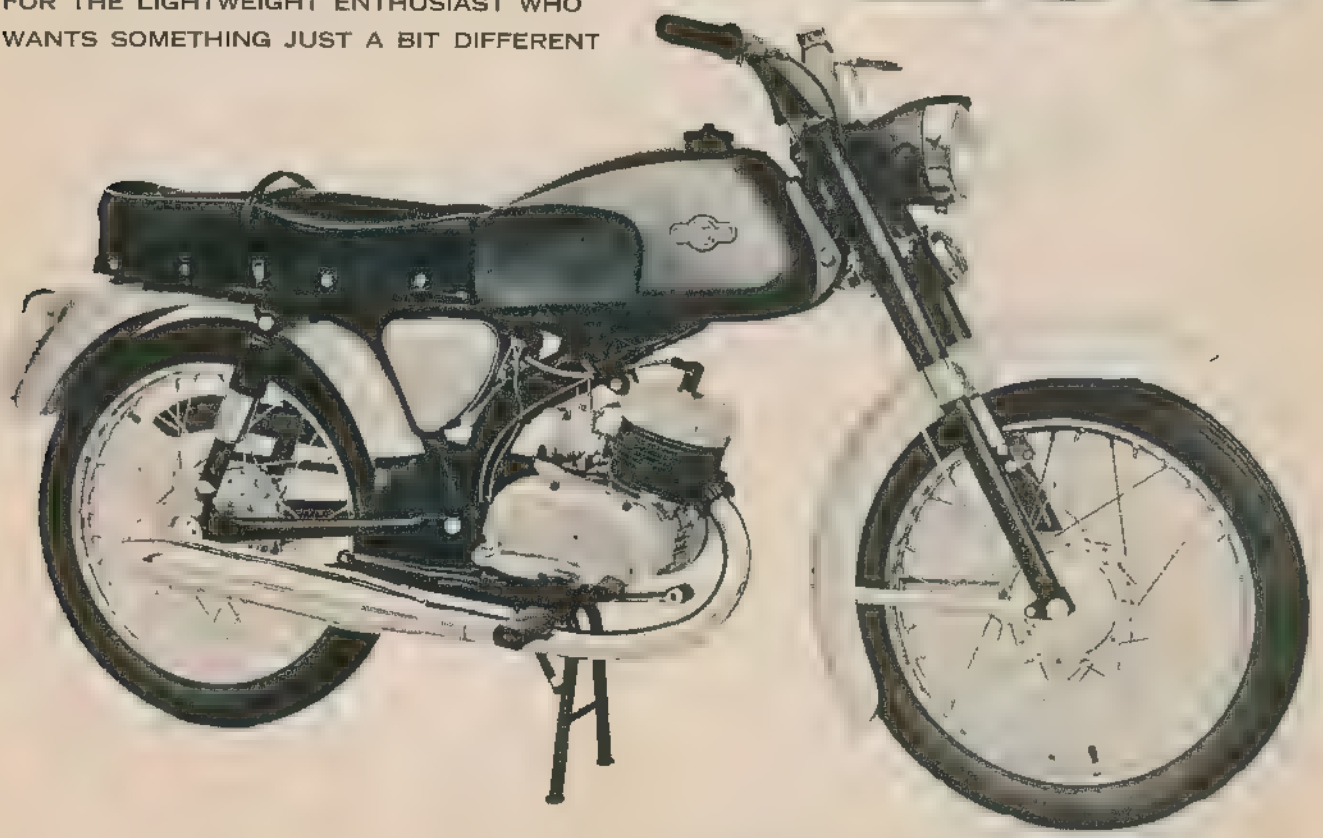
MOTOBIC

Lightweight Sensation from Spain

95cc

FOR ONLY $299

FOR THE LIGHTWEIGHT ENTHUSIAST WHO WANTS SOMETHING JUST A BIT DIFFERENT



GENERAL SPECIFICATIONS

Maximum speed 55 m.p.h. — Fuel consumption 100 miles per gallon — Hydraulic suspension front and rear — 5" internal brakes — 3-speed transmission with foot control — 3-gallon tank capacity — Total weight of Motorcycle 150 lbs.

UNITED STATES DISTRIBUTOR:

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NEW...EXCITING CONCEPT IN

MOULDED PRODUCTS

CHILDREN'S TOY FURNITURE

Swivit & Sitit

PATENTED

Desk set

Just a few of the Many Uses...

- Coloring and Crafts
- Study
- Tots TV Table
- Games and Play

PERMANENT SHOWROOM
RM. 800
1107 BROADWAY,
NEW YORK

SITIT DESK SET: Color Available: KD300 Turquoise Desk with white masonite drawing top. Turquoise chair. Both desk and chair have metal chrome legs and plastic caps.
Approximate Shipping Weight: 14 lbs.
K.D. Cartons—Individually Packed.
Desk Height: 19" Seat Height: 12"

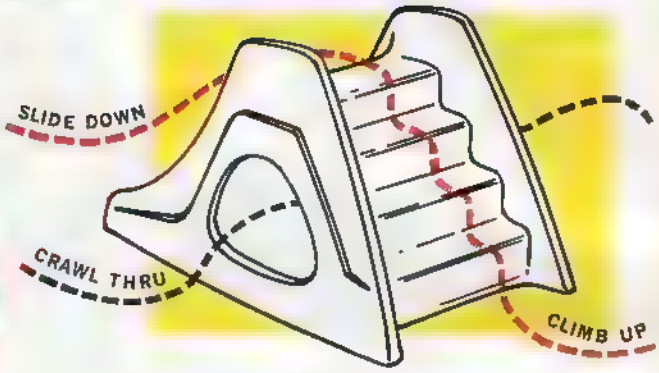
SWIVIT DESK SET: Color Available. SD200 Red Desk with white masonite drawing top, metal chrome legs. Blue and white swivit chair.
Approximate Shipping Weight: 14 lbs.
K D. Cartons—Individually Packed
Desk Height: 19" Seat Height: 11"

EXTRA LARGE INSIDE STORAGE COMPARTMENT FOR BOOKS, CRAYONS, ETC. • TWO PENCIL TRAYS • SPRING-HINGED WASHABLE DRAWING TOP • RUGGED POLYETHYLENE CONSTRUCTION • WILL NOT MAR FURNITURE OR FLOORS • METAL CHROME LEGS WITH PLASTIC CAPS

AT LAST . . . ONE PIECE PLAYGROUND!

Step'n Slide

PATENTED



- SMOOTH, RUGGED POLYETHYLENE
- HOURS OF DAILY PLAY AND AMUSEMENT
- WILL NOT MAR FURNITURE OR FLOORS
- SAFEST AND ONLY SLIDE OF ITS KIND
- VARIETY OF COLORS

STEP 'N SLIDE: Colors Available: N200 Red, N700 Green
Approximate Shipping Wt: 10 lbs.—Individually Packed
Height: 20"
Length: 28"

Kiddy Kontour

PATENTED

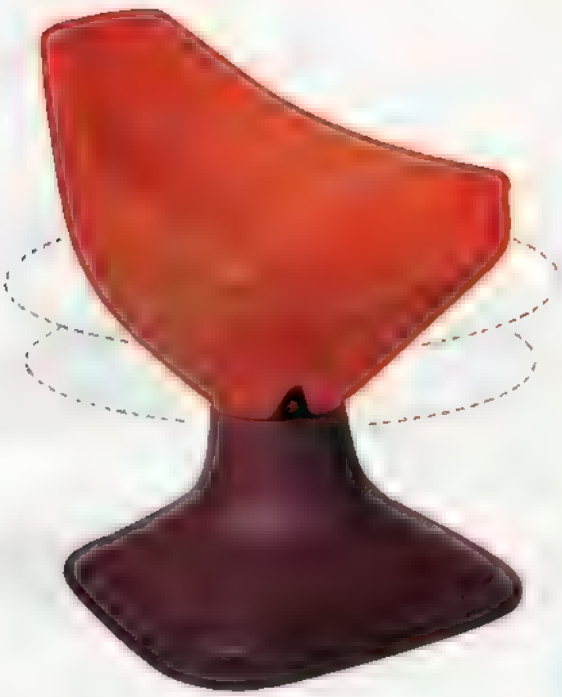
ADJUSTABLE MULTI-PURPOSE PLAY CHAIR

- 5 DIFFERENT FUN POSITIONS
- SNAP-ON, SNAP-OFF BASE
- HIGH STYLE AND COMFORT
- RUGGED LIFE-TIME CONSTRUCTION
- CONVERTS TO ROCKING PLAY CHAIR

KIDDY KONTOUR: Colors Available: L300 Turquoise, L400 Orange
Approximate Shipping Weight: 9 lbs
K.D. Cartons—Individually Packed
Seating Height: 12" Length: 29"

MOULDED PRODUCTS

[illegible] MAPLE PLAIN, MINNESOTA



THE FIRST STYLIZED

TOY FUN SPIN CHAIR

WITH FULL 360° SWIVEL

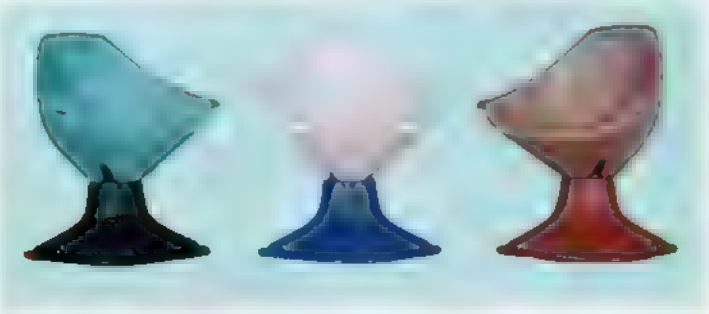
Swivit

PATENTED

- INDESTRUCTIBLE POLYETHYLENE
- COLORFUL—WIDE CHOICE OF COLOR COMBINATIONS
- WILL NOT MAR FURNITURE OR FLOORS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN

SOME OF ITS USES . . .

• USE AS A MODERN TV CHAIR • AS A HIGH CHAIR • AS AN AUTO SEAT • AS A FUN CHAIR . . . EYE APPEALING!



Colors Available: No. S300 Turquoise and Black, No. S400 Orange and Brown, No. S500 White and Blue, No. S600 Beige and Brown

Approx. Ship. Wt. 6¼ lbs —Packed 1 Per Carton—Seat Height 11 inches

TOY FUN CHAIR

Sitit

Same construction as SWIVIT CHAIR except with metal legs and does not swivel.

Colors Available: No. K100 Yellow, No. K200 Red, No. K300 Turquoise, No. K400 Orange—All have Black metal legs

Approx. Ship. Wt. 5½ lbs.—Packed 1 Per Carton—Seat Height 12 inches

FOR THOSE WHO WANT SOMETHING DIFFERENT!

PRINTED IN U.S.A.

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NEW... EXCITING CONCEPT IN CHILDREN'S TOY FURNITURE

Rokit

Patented

ROCKIN' CHAIR

Colors Available: No. R100 Yellow, No. R200 Red, No. R300 Turquoise, No. R400 Orange

Approx. Ship Wt. 5½ lbs.—1 Per Carton—Seat Height 10 inches

- INDESTRUCTIBLE POLYETHYLENE
- WILL NOT MAR FURNITURE OR FLOORS
- WIDE CHOICE OF COLOR COMBINATIONS
- SIMPLE TO KEEP CLEAN
- SAFE FOR CHILDREN—NO SHARP EDGES

SOME OF ITS USES .

TV CHAIR • ROCKIN' CHAIR • HIGH CHAIR • AUTO SEAT • FUN CHAIR • AT THE BEACH • WITH TOY STORAGE

FOR TOY STORAGE . . .

Back panel can be cut on indented edge of oval without structural damage to chair.

MOULDED PRODUCTS CO. *DIVISION OF* ***MAGNA TEK, Inc.***

MAPLE PLAIN • MINNESOTA

OF BARBIE "TOTAL GO" PROMOTION

fashion doll history!!!

- [redacted]
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Barbie

Put "Total Go" to work for you! Send this coupon today!

Please send me more info
BARBIE "Total Go" merch
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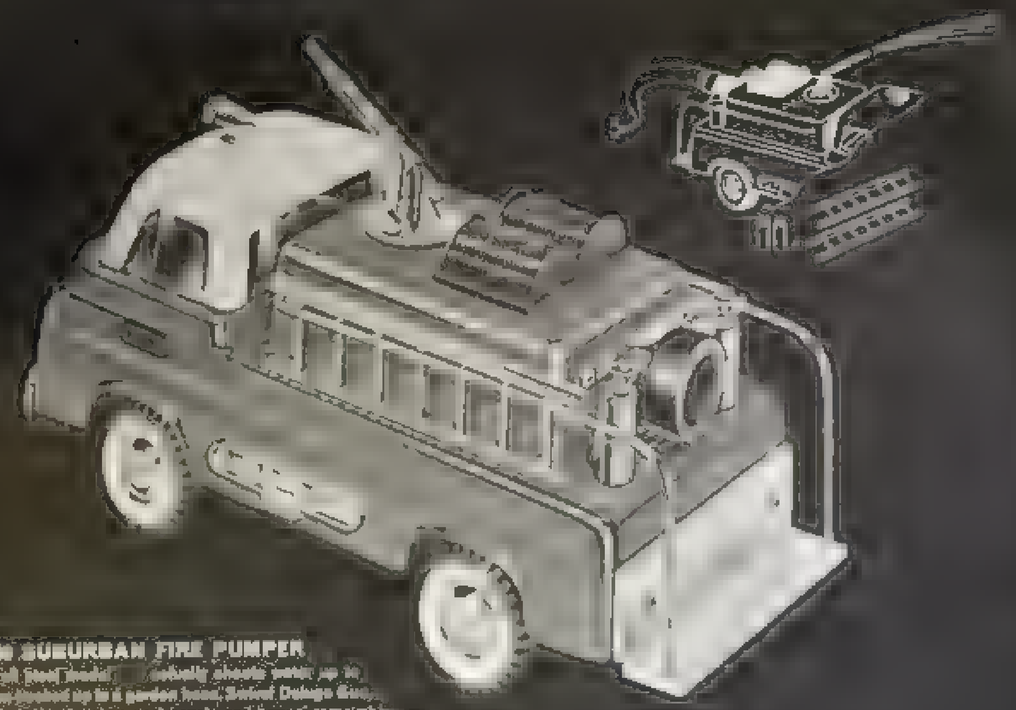
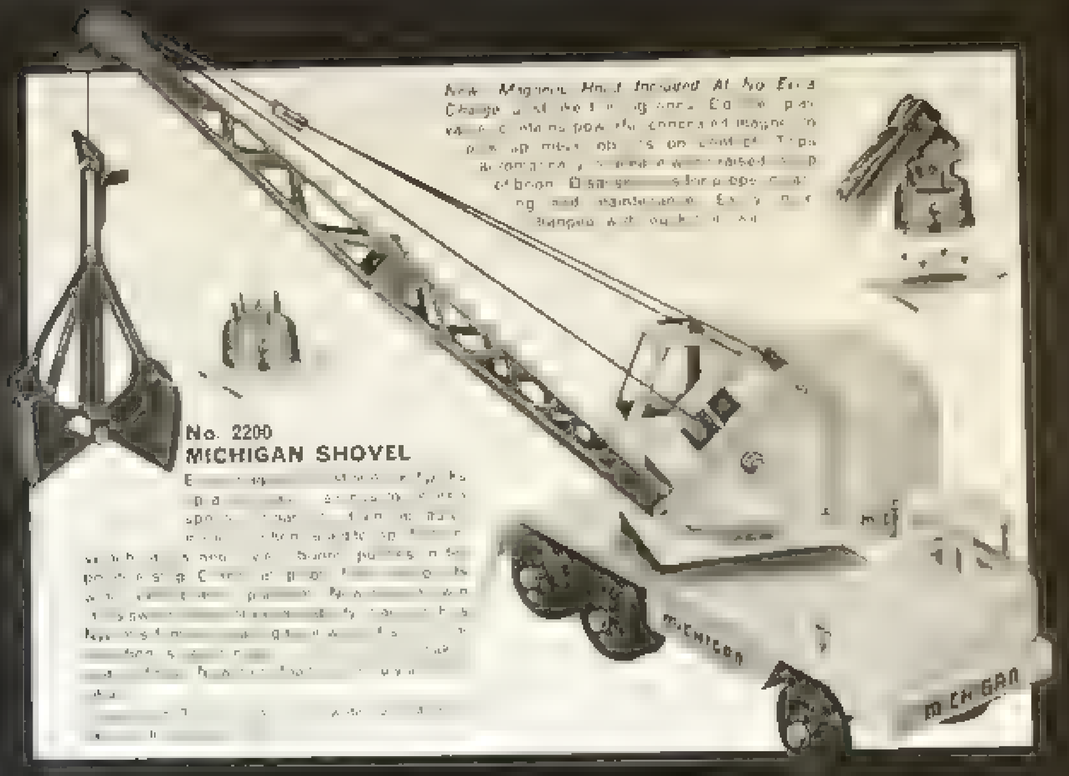


No. 900 SUBURBAN FIRE PUMPER

Overall size 19-1/8" long x 5-3/16" wide x 6" high
Weight: 6 lb shipping, 10 lbs



NYLINT *America's Finest Model Toys*

No. 3010 PONY FARM

No. 4700 ROUSTABOUT

No. 4401 MOBILE HOME

No. 6201 JALOPY

No. 7300 ARMY AMBULANCE

No. 7900 GRADER

No. 1100 POWER DIGGER

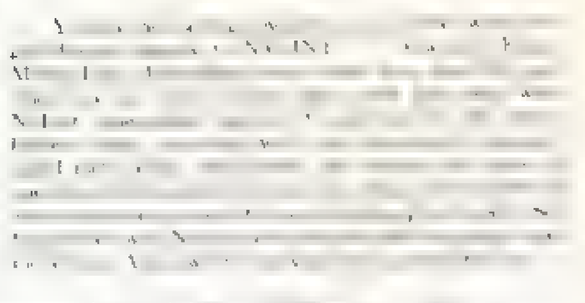
NYLINT TOOL AND MANUFACTURING COMPANY ROCKFORD ILLINOIS

NYLINT *America's Finest Model Toys*

No. 5700 KENNELS

No. 6000 AMERICAN EMERGENCY UNIT

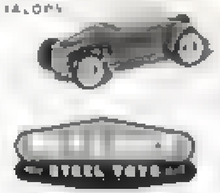
No. 5900 RACE TEAM



No. 4401 TALON

No. 1100 FUN ON THE FARM

No. 4600 HYDRAULIC DUMP



No. 3010 PONY FARM

NYLINT TOOL AND MANUFACTURING COMPANY ROCKFORD ILLINOIS

50th Anniversary
1915-1965

The Natural Doll Co., Inc.

200 Fifth Avenue, N. Y., N. Y. 10010 • Or. 5-0067

Mr. Charles Colombo, Pres.
wishes to express his thanks to . . .

YOU . . . Mr. Buyer
YOU . . . Mr. Supplier
YOU . . . Our entire organization

for our sound growth and continued success during the past half century.

1915

1925

1935

1945

1955

1965

We are one century for our 50th anniversary this!

I.C.C. vs. MKT

When a railroad wants to eliminate a passenger train, it posts notices to that effect giving the date of discontinuance. If the Interstate Commerce Commission wishes to intervene, it must in turn notify the carrier 10 days in advance of the train-off date to keep the schedules in the *Guide*, usually for a four-month period so as to allow time for an investigation. On May 24, 1965, the Katy served notice that it would discontinue its last passenger service — trains 1, 2, 5, and 6 between Kansas City and Dallas — July 1 on grounds of out-of-pocket losses exceeding 1 million dollars a year. President Barriger observed that passenger receipts of 30 cents a train-mile indicated an average patronage of only 10 passengers per train, "which is insufficient to support even a bus."

In a surprise action June 17 the Commission announced that it would not contest the Katy's action, only to reverse its stand on the morning of June 30 — the day of the trains' last runs — by saying that it would investigate because of requests "generally referring to the fact that this will be the last remaining passenger service to approximately 70 towns in Missouri, Kansas, Oklahoma, and Texas."

Too late, replied Barriger. The trains made their last runs, and next day — in fulfillment of a promise to plow the savings back into a better Katy — Barriger inaugurated a Kansas City-Dallas hotshot (named the *Texas Special* to preserve the title of discontinued Nos. 1 and 2).

Likely result: an investigation to establish the fact that there's no need for the trains that aren't running anyway.

No exceptions

Even when an I.C.C. examiner approves a merger application, the applicants usually file exceptions to his report before the full Commission decides the case. Looking for the best of all possible worlds, the marriage parties think

THE OFFICIAL RAILWAY EQUIPMENT REGISTER®

Railroad fans are fascinated with the Equipment Register which contains some 900 pages of information on freight cars operated in commercial service by railroads and private car companies in the United States, Canada and Mexico.

Each quarterly issue contains official data on the inside, outside and door dimensions of freight cars, type of car, capacity in cubic feet and/or pounds, reporting marks, serial numbers and numerical designations and describes special features or equipment of cars so equipped. Of particular value are notes concerning cars for which increased capacities have recently been authorized.

Dimensions, reporting marks and serial numbers of trailers and containers operated in TOFC and "Flexi-Van" service by railroads also are shown.

Freight connections and junction points of the railroads, and serial numbers and descriptions of heavy capacity and special type cars also appear in each issue.

Issued quarterly in
January, April, July and October
Single copy, $5.00 — Annual subscription, $18.00

The Railway Equipment and Publication Company
428 W. 33rd St., New York, N. Y. 10001

Let's spike one rumor about train travel

Northern Pacific has a different idea about passenger business.

We *want* it!

We advertise for it!

We work hard to get it . . . and work hard to keep it.

NP is adding equipment, taking out curves, boring tunnels and laying new track. Special track. Track which is welded into a continuous strip with hardly a click or a clack . . . just smooth, quiet running.

Slumbercoaches . . . biggest comfort break and most solid transportation bargain in railroad history . . . we're adding them, too! They cost us a lot of money but the passengers love them.

Our basic point of view is to *deserve* loyal patronage by the way we treat passengers. That's why the crew of our crack Vista-Dome North Coast Limited goes all out all the time to make you feel like an honored guest. That's why our food is cuisine, why our windows are kept washed en route, why we have extras like a special Stewardess-nurse named Sue aboard.

Thinking about and planning for the comfort of passengers is the way, we feel, to run a railroad. And that's the way we run the NP.

Northern Pacific Railway

Daily between Chicago • Twin Cities • Billings • Spokane • Seattle • Portland

Sept. 4, 1965

THE NEW YORKER

Price 25 cents

shelves to ceiling, along with doll buggies, furniture and clothing.

The doll dresses often catch the eye of a young mistress, with an undersized Chihuahua or poodle who likes to dress up her pet. And more than one Fifi lolls in a doll's bed in Wausau.

The squeaker toys for babies play a similar dual role. If baby turns up her nose at the selection in the toy department, she might reach out with a happy gurgle for the mouse or carrot in the pet section. Both are made of plastic vinyl, safe for baby's gums and Rover's teeth.

TURNABOUT FAIR PLAY

For a while teenage girls were frequent visitors to the pet department, buying velvet dog collars with rhinestones. Then the girls themselves started wearing them, with startling effect.

Displayed among the educational toys, including the Playskool and Child Guidance lines, are books on the care and training of all types of fish, birds and animals.

A science center with microscopes and chemicals for budding Pasteurs offers frogs, fish and other bottle creatures for dissection. Not pets, really, but the animal touch.

The Sternbergs look upon the tropical fish as animated toys. Men and boys favor the fish while girls adopt the small animals and birds.

"An aquarium is more than a fish bowl," Mrs. Sternberg insists. "It is a fascinating 'toy' which is continually changing. They are equipped with pumps and aerators and these hold a fascination for boys of all ages."

There are literally hundreds of things that can be put into an aquarium. The only limit is the imagination of a boy or his father. They buy smaller toys with which to decorate the floor of the aquariums. Toy boats are wrecked, weighted and put on the bottom. They take on a realistic look and then settle among the underwater vegetation.

"The incongruity of some of the things you can find in a child's fish bowl are startling," Mrs. Sternberg said.

Mr. Sternberg said that tropical fish fanciers stop in frequently to talk

See and Sell THE ONLY Nationally Advertised TOY BALLOONS

COMMENDED by PARENTS

Available in these and many other packs to meet the requirements of every merchandiser and the demands of every customer:

BULK and DECORATED	
7" Round Balloons	2 5¢
New 9" Mardi Gras design	5¢
11" Polka Dot Balloons	10¢
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PACKAGED BALLOONS	
Sanitary String Pak Assts (One to Six Balloons)	5, 29¢
Humpty Dumpty Rocker	19¢
TV Character Toss-Ups	29¢
Monster Balloon Puppet	39¢
Mary Poppins Party Pack	39¢
Party Balloon Pump-Pak	69¢
Games Balloon Pack	98¢
60 Balloon Box	$2.00

FLOOR and COUNTER DISPLAYS
Revolving Counter Rack Deal (25¢-69¢ Packs $28.14 value). "Have-A-Party" Floor Display (3 dozen Pump-Paks—$36.00 value).

ALL DESIGNED FOR MAXIMUM IMPULSE SALES

No. 64-215 as advertised in PARENTS' MAGAZINE, FAMILY CIRCLE, TRUE STORY, PARADE

See the complete line in our PERMANENT SHOWROOM 823 200 Fifth Avenue Bldg., New York City

THE OAK RUBBER CO.
202 Sycamore • Ravenna • Ohio 44266

Help your child learn about the fascinating world of science

Golden Adventure Kits

Each kit includes an educator-approved fact-filled textbook with equipment for making pretested experiments!

$1.67 to $2.36

Magnetism. You can explore the science of magnetism . . learn how gravitational fields attract and repel each other, how they are produced. Kit includes pyrite, insulated wire, cardboard, tube, lodestone, wood sticks, equipment bag, compass, magnet, horseshoe magnet, cork, iron filings and a colorful book of interesting, easy-to-do experiments.
3 N 1511—Shipping wt. 1 lb. 8 oz. . . . $2.36

Birds. This kit for young bird-watchers contains museum-tested materials and techniques. Includes mahogany bird-feeder, Audubon bird calendar, wild bird seed, golden bird caller, a colorful, fact-filled book and much more.
3 N 1513—Shipping wt. 1 lb. 5 oz. . . . $2.36

Insects. Includes nylon butterfly net, magnifier, forceps and a 24-page book that tells all about the fascinating insect world.
3 N 1512—Shipping wt. 1 lb. 5 oz. . . . $1.67

Leaves. Includes materials for leaf printing, casting. Illustrated guide book, album, printing inks, forceps, brushes, printing paper, casting plaster and decorative leaf stencils.
3 N 1514—Shipping wt. 2 lbs. 7 oz. . . $2.36

Chemistry. Includes a 100-page book of simple experiments, and school-tested home laboratory materials. Test tubes, testing candle, plastic funnel, harmless chemicals.
3 N 1510—Shipping wt. 1 lb. 15 oz. . . $2.36

Adventure Hobby Kits with helpful guide books

$1.67 each

Rock Science Kit. With this kit you can quickly learn to identify rocks, and their uses. Kit includes a tripod magnifier for close study of specimens, streak plate, 20 rock and mineral specimens, complete instructions.
3 N 591—Shipping weight 11 ounces. $1.67

Weather Science Kit. Construct eight weather-measuring instruments. Conduct 21 experiments demonstrating important facts about weather and its causes.
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Time and Space Kit. Includes four instruments, six working models, 20 experiments.
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Machine Science Kit. Simple machines and how they work. Directions for constructing nine working models; 20 experiments on wheels, friction and other subjects.
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Seed Science Kit. Includes 24 experiments; tripod magnifier to watch seeds grow.
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Magnet Science Kit. Make your own compass and three magnets. Six working models, thirty experiments show what magnetic force is, how to make and test magnets.
3 N 592—Shipping weight 11 ounces $1.67

Just call Sears and say "Charge It"

12-inch "Talking Globe"

Raised-relief globe comes with two 33⅓-rpm records "The Story of Mr. World" narrated by Lowell Thomas, Jr. and "The Oceans of the World" . . interesting, important facts

$9.57

True-to-life land and sea map. Globe ball has matte finish which gives an unbroken view of the land and sea topography . . helps to emphasize the relief and shading of the map and makes the colors more interesting to the eye. New pictorial presentation on ocean floor is in a shaded relief effect. Danish modern-style base. Accessories include Story of the Globe booklet, two 33⅓-rpm 7-inch records. Overall height 16 inches.
3 N 1194C—Shipping weight 5 pounds. . . . $9.57

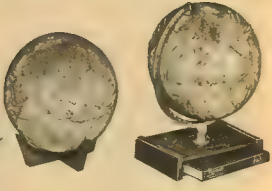
Whirling Derby Magnetic Globe

$4.99

Young and old alike will get lots of fun out of this "Round-the World" game.

Includes 8 inch globe, 4 magnetized miniature jet planes, plastic distance finder, flight plan country cards. Height 10 inches.

Shpg. wt. 4 lbs.
3 N 1199C. . . $4.99



12-inch Political Globe with cradle

$7.57

Thousands of place names are shown in easy-to-read type. Defines ocean depths in four shades of color for raised relief effect. "Free-style" mounting . . you can pick it up out of the walnut-finish hardwood base. Includes Story of Globe booklet. Height 13 inches.

Shipping weight 5 lbs.
3 N 1195C. $7.57

12-inch Raised Relief Globe . . 400-page Atlas

$17.97

Globe has true-to-life land and sea map. Brass-finished semi-meridian calibrated on one side with degrees, the other statute miles. Atlas contains detailed U.S and foreign country maps, valuable world information . . stores in base. Top and bottom of base have mar-resistant high-pressure plastic finish in walnut wood grain . . sides solid walnut. Includes Story of Globe booklet. Height 16½ in.
3 N 1196C—Shpg. wt. 5 lbs. $17.97

World Stamp Album Kit with 100 assorted world stamps

$4.67

Perfect for the beginner or as an addition to your present collection. Includes: Scott's world stamp album, that has 6,500 illustrations, 11,000 spaces for stamps; 500 stamp hinges; 100 assorted world stamps; stamp perforation gauge; 121 world flag stamps; six-page stock book and a 2-inch framed magnifying glass.
3 N 18202—Wt. 3 lbs. 12 oz. $4.67

Modern Album Stamp Kit . . our best outfit with 250 assorted world stamps

$6.47

Gives a beginning collector a big start on his collection . . the advanced collector will find it a welcome addition. Includes plenty of spaces for your display of stamps . . the album has 13,000 illustrations and 25,000 spaces for stamps! Kit also includes 500 stamp hinges; 121 world flag stamps; stamp perforation gauge; six-page stamp stock book and a 2-inch metal framed magnifying glass; metal tongs.
3 N 18201 Shpg. wt. 4 lbs. 12 oz. $6.47

Our Finest Coin Collectors Outfit with 6 rare coins to start your collection

$10.77

Assembled with the real coin collector in mind. It includes ten Whitman coin folders; a 128-page book on U.S. coin values; U.S. and Canadian inventory and check list; six coin tubes; 100 coin holders; two satin-black coin storage boxes; pocket magnifier and case; 837 professional coin terms; six mounted hard-to-find coins, 1943 P-D-S reprocessed Lincoln cents, 1935-5, 1960-D Sm. Dtc. Lincoln cents and 1942-D Jefferson nickel
3 N 18225—Shipping weight 4 pounds 3 ounces. . $10.77

Packet of Stamps . . all different. (1) 1,000 stamps . . world wide. 3 N 18216—Wt. 1 lb. . . $2.89
(2) 333 stamps . . world wide. 3 N 18215—Wt. 1 lb. . . $1.89

Grand Award Album. 60,000 illust. spaces for 25,000 stamps. 3N18204–Wt. 6lbs. 8oz. $10.77

National Album. 2,000 illustrations, spaces for 4,000 stamps. 3N18205–Wt. 7lbs. 4oz. $10.77

American Album. 2,000 illustrations, spaces for 3,500 stamps. 3N18206–Wt. 2lbs. 12oz $4.57

Modern Album. 13,000 illust. Holds 25,000 stamps. Shpg. wt. 3 lbs. 12 oz. 3 N 18207. . . . . $4.67

World Album. 6,500 illust. Holds 11,000 stamps Shpg. wt. 2 lbs. 4 oz. 3 N 18208. . . . . $2.77

Family of Nations. Holds 3,500 stamps, 5,000 illust. 3N18209–Wt. 9 oz. . .89c

U.S. Album. Holds 1,700 stamps, 1,500 illustrations. 3N18211–Wt. 9 oz. . .89c

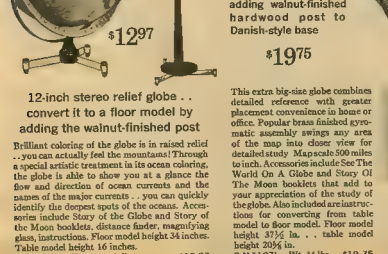
Family of Nations Stamp Album Kit

This economical album has spaces for 5,000 stamps, 3,500 illustrations. Includes: 500 stamp hinges; stamp perforation gauge; 100 assorted world stamps; magnifying glass, stamp tongs; 121 world flag stamps. Wt. 1 lb. 12 oz.
3 N 18203. . . . . .$2.57

Coin Collector's Starter Kit

$4.44

Incl. U.S. guide to coin values, Lincoln cent album; Jefferson nickel album; Roosevelt dime album; U.S. and Canadian inventory and check list; ass'td. plastic coin tubes; pocket magnifier and case; self-seal coin holders; 1943 P-D-S Lincoln steel coin set.
Shpg. wt. 2 lbs. 6 oz.
3 N 18226. . . . . $4.44



Large 16-inch Political Globe

Adapts from table model to floor model by adding walnut-finished hardwood post to Danish-style base

$19.75

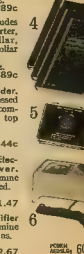
This extra big-size globe combines detailed reference with greater placement convenience in home or office. Popular brass finished gyromatic assembly swings any area of the map into closer view for detailed study. Map scale 500 miles to inch. Accessories include See The World On A Globe and Story Of The Moon booklets that add to your appreciation of the study of the globe. Also included are instructions for converting from table model to floor model. Floor model height 37½ in. . . table model height 20⅝ in.
3 N 1197L—Wt. 14 lbs. . . $19.75

$12.97

12-inch stereo relief globe . . convert it to a floor model by adding the walnut-finished post

Brilliant coloring of the globe is in raised relief . . you can actually feel the mountains! Through a special artistic treatment in its ocean coloring, the globe is able to show you at a glance the flow and direction of ocean currents and the names of the major currents . . you can quickly identify the deepest spots of the oceans. Accessories include Story of the Globe and Story of the Moon booklets, distance finder, magnifying glass, instructions. Floor model height 34 inches. Table model height 16 inches.
3 N 1198C—Shpg. wt. 9 lbs. $12.97

Coin supplies



Coin Folders. These folders display all coins at one time. All coin openings are labeled . . have coin information in each album. 5¾x7½ inches.

Folder Set (3). Lincoln Cent album, Jefferson Nickel and Roosevelt Dime albums.
Shipping wt. 12 oz.
3 N 18227. . . . Set 89c

Folder Set (4). Includes the Washington Quarter, Franklin Half dollar, and Kennedy Half-dollar albums.
Shipping wt. 12 oz.
3 N 18228. . . . Set 89c

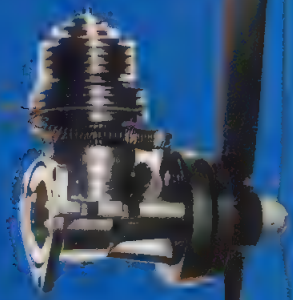
5 Kennedy Coin Holder. Beautiful embossed plastic case. Comes complete with table top easel. 4¾x4⅜ in.
Shipping wt. 2 oz.
3 N 18237. . . . . 44c

6 Scan-O-Matic. Electric Coin Viewer. Helps you sort, examine coins faster. UL listed.
Wt. 1 lb. 10 oz.
3 N 18235. . . $11.47

Giant Coin Magnifier (not shown). Examine minute details of coins.
Wt. 6 oz.
3 N 18236. . . . . $2.67

INTRODUCING ... the Low-
THUNDERBOLT
Throttle-Speed-Control
.049 Engine

This exciting new AMF/Wen-Mac engine ... the finest ever ... developed to power ready-to-fly airplanes. Equipped with patented Rotomatic starter. Turn the prop 1 turn. Let 'er go. Your engine roars. Next engine gasoline biggest feature of all ... the Throttle-Speed-Control which is available *only* on the THUNDERBOLT engine. This engine will be used on two Wen-Mac models: the P-26 Pursuit Plane and the Lotus Racer.



SPECIAL ORDERING INFORMATION

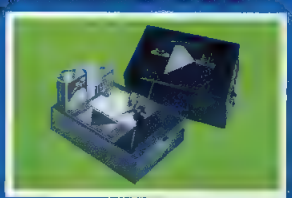
The Throttle-Speed-Control is available on the P-26 Pursuit Plane and the Lotus Car. It may also be ordered in a separate kit.

#620, **Thunderbolt Throttle Kit.** ***$3.98***

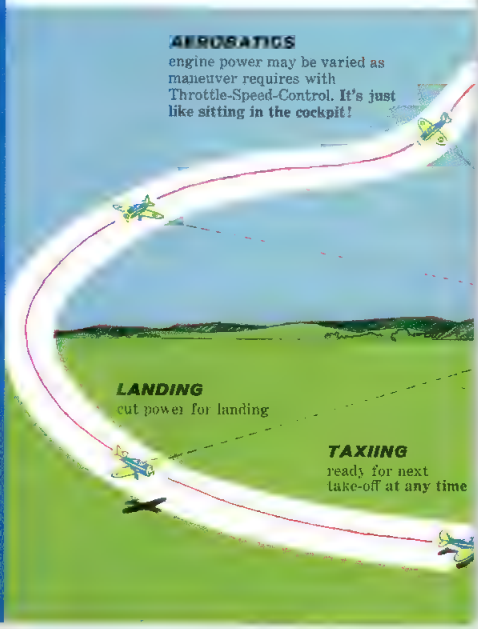
IN-STORE ENGINE DEMONSTRATION

To make it easy for you to tell your customers about AMF/Wen-Mac's new Thunderbolt engine with Throttle-Speed-Control and automatic starter these cases are available for you and your sales force. Ask about them, today!

#[illegible] Demonstration Case $[illegible]



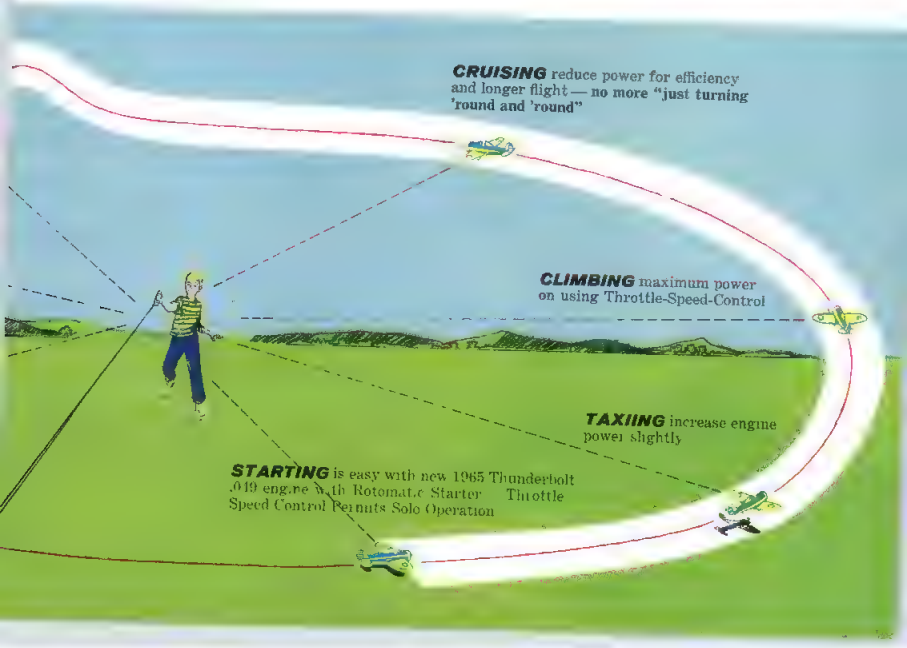
2 AMF ENGINEERING DEVELOPMENTS THAT MAKE WEN-MAC '65 THE HOT LINE


AEROBATICS
engine power may be varied as maneuver requires with Throttle-Speed-Control. It's just like sitting in the cockpit!
LANDING
cut power for landing
TAXIING
ready for next take-off at any time

THUNDERBOLT THROTTLE-SPEED-CONTROL ENGINE* ..the biggest product development in the engine-powered field since the introduction by Wen-Mac of the Automatic Starter It is the final touch of simplicity. The flyer and racer have absolute control of their plane or car at every moment The flyer can idle . taxi ..take off and land again at anytime It's just like sitting in the cockpit' This new speed control means model flying is something other than "just turning 'round and 'round.' For the model car racer it's like being behind the wheel at Indianapolis. The driver starts his engine . gives it the throttle and roars away slows down on curves . . speeds up on the straightaway. Our fabulous National Advertising program will tell youngsters coast-to-coast about the new Thunderbolt engine with Throttle-Speed Control and about AMF/Wen Mac The rest is up to you!

AUTOMATIC STARTER ..over 3,500,000 patented automatic starter engines have rolled off our production lines' That is an astounding figure. And, our 1965 Hot Shot .049 engine and new Thunderbolt engine with Rotomatic Starter are our finest engines to date. Trouble-free, of course. Check your customer records...you'll see just how trouble-free Wen Mac engines really are That's why, frankly, we have a 3 year Guarantee If our engines were hard starting . . the starter became useless ..the engines had low performance or short endurance life . . . we couldn't afford such a guarantee And AMF/Wen-Mac is still the only Manufacturer with such a guarantee. Wen-Mac's starter also is the only one that is an integral part of the engine.

*Patent pending


CRUISING reduce power for efficiency and longer flight — no more "just turning 'round and 'round"
CLIMBING maximum power on using Throttle-Speed-Control
TAXIING increase engine power slightly
STARTING is easy with new 1965 Thunderbolt .049 engine with Rotomatic Starter Throttle Speed Control Permits Solo Operation

34-piece "Storybook" Tea Set. Colorfully decorated metal service shows and tells all about The Three Little Pigs. Charming set includes 10¼-in. "storybook" tray, teapot too.
49 N 902 Shpg. wt. 1 lb. 9 oz. Set $1.97

37-piece Fiesta Plastic Set. Brilliantly colored ther set off with sheer blue cutlery. Butter and cake knives. Includes teapot, sugar bowl, creamer, tumblers, napkins, so she's all set for party time.
49 N 956 Shipping weight 1 lb. 3 oz. Set $1.97

Complete Service for 4

. . including cups, saucers, plates and tableware for your little hostess

ONLY

$1.97 set

Choose from seven patterns

27-piece Breakfast Set. Mechanical metal and plastic toaster pops up, ticks like a real one. Gay leaf pattern on metal 10-inch tray, plates, cups, saucers. Plastic pitcher, cutlery.
49 N 963 Shpg. wt. 2 lbs. 4 oz. Set $1.97

32-piece "First Lady" Tea Set. Stately service for afternoon tea and crumpets with friends and dignitaries. Metal plates, saucers. Plastic cups, goblets, sugar bowl, creamer, teapot, silver-look cutlery. Napkins.
49 N 943 Shipping weight 1 lb. 10 oz. Set $1.97

39-piece Cherry Jubilee Set. Bright cherries on white plastic complement for every meal. Metal cloth, sugar and cream, sugar bowl. Bamboo trim, tumblers. Cutlery.
49 N 960 Shpg. wt. 1 lb. 10 oz. Set $1.97

32-piece Aluminum "Electric" Perk Set. Looks like Mom's. Percolator has [illegible] tray for snacks. Edges smooth, safe.
49 N 969 Shpg. wt. 1 lb. Set $1.97

44-piece Soup 'n Sandwich Set. Quaint flower cut [illegible] for Little Hostess. Soup bowls, [illegible] plates, cups, saucers. Also includes soup tureen and ladle. Shakers, too.
49 N 901 Shipping weight 1 pound. Set $1.97

26-piece Blue Willow China Set

Miniature version of an actual grown-up set delights any girl. Traditional Blue Willow oriental design on white dainty and feminine. Service for 6 also includes casserole, platter, teapot, sugar bowl, creamer. From Japan. Boxed.
Wt. 3 lbs. 8 oz.
49N932 Set $1.99

Wonder Perk . . just add water and watch it perk

Now she can serve play coffee instantly when small neighbors come calling. No batteries, no wiring. Weight of liquid makes it perk so it works without heat or wires. Plastic with high
Shpg. wt. 1 lb.
49N942 $1.44

House Party Perk serves 16 cups

Instant serving for a houseful of friends. Fill, turn spigot and watch it pour. Top removes for refilling. Clear metal container holds [illegible] so you can serve milk, tea, etc. 2 minutes [illegible]
Shpg. wt. 1 lb.
49N945 $1.49

Sears knows what little girls like . .

A complete dinner service for 6 including 14 serving pieces—styled to look like Mom's famous-name cookware

Corona Ware

Made of high-impact plastic so it's highly break-resistant

92-piece Set $3.99

Dishes galore to delight the little homemaker. Modern coffee pot with cover and warming stand. Meals go right from stove to table . . 4 servers have clear plastic covers to show food "cooking." Server base, soup ladle, too. Other features for fine dining include 3 serving bowls, 6 casseroles and carafes; fruit bowl, plastic fruit; goblets, salt and pepper shakers.

49 N 946—Shpg wt. 3 lbs. 4 oz. .Set $3.99

Coffee "disappears" as you pour

Magic Perc Coffee Set $2.99

Perc magically refills itself when you set it down. Delectable onion design on white lends sparkle to 49-piece plastic service for 6. French style teapot, creamer, sugar bowl are strictly continental.

49 N 947—Wt. 1 lb. 10 oz. . . . Set $2.99

Now Barbie's sister has dishes

62 pc. Skipper's Tea Set $2.99

Sure to please every Barbie and Skipper fan as she sets her table for 6. Plastic set includes all the necessities for dinner and tea *plus* soup tureen, ladle, soup plates, goblets and salt and pepper shakers. Break resistant.

49 N 951 Shpg. wt. 2 lbs. 4 oz. Set $2.99

Looks like real pottery

60-pc. Fallen Leaves Tea Set $2.99

Little gals treasure the modern styling, warm colors of this graceful tea set. Rounded teapot highlights plastic service for 6. Includes salad server, bowls.

49 N 977—Shpg. wt. 2 lbs. . . . Set $2.99

"Coffee" drips without heat . .

33-pc. Fizz-a-matic Serving Set $2.99

Real lip-smacking fun for a young hostess and her coffee time mates. 12 tasty tablets of Fizzies do "perking." Plastic service for 6. Serving tray, snack plates for goodies.

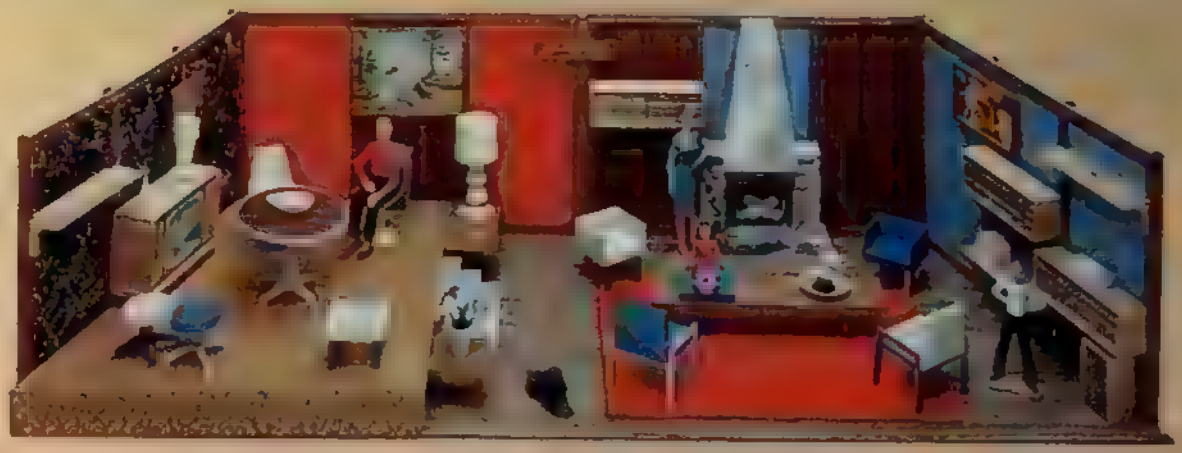
49 N 948—Shpg. wt. 1 lb. 5 oz. . Set $2.99

$3.77

She'll feel like a real grown-up lady at tea time. Rich looking 41-piece plastic set is designed just for little girls who love beautiful things.

Includes gold-color tea urn, creamer and sugar bowl; cruet holder, 2 bottles, cutlery, clear goblets, salt, pepper shakers. Full service for 4. Lace-like plate and saucer edges are rich gold color. Use 2 gold-color cancelabra to turn the piece de resistance of the meal to a real treat.

49 N 965 Shipping wt. 1 lb. 7 oz. Set $3.77



Interior Decoration Set

Featuring House & Garden Coordinated Colors

1 $4.99 Studio Apt.

2 $3.88 Living Room

3 $3.88 Dining Room

4 $3.88 Bedroom

Rooms-In-Miniature

with Hand-Crafted, Finely Detailed Wood Furniture

Action-Packed Magnetic Doll House

$3.59

5

House with Roof

6

Completely Furnished Wishmaker Estate

$8.88

Front View

Decorator Studio Apt. $4.99

1 STUDIO APARTMENT. Create your own room settings, even your own furniture. All that's needed is a little imagination. Chair legs become table bases, a chair base matched with a table top becomes a coffee table, etc. It's so easy, too, because you don't need any tools or glue . . all pieces are interlocking. Features "House & Garden" coordinated colors, and includes walls, floors, beautifully styled plastic furniture and accessories . . all accurately scaled. There's even a family ready to move right in. Abt. 19x9½x6 in.
48 T 2721—STUDIO APARTMENT. Ship. wt. 2 lbs. 2 oz. $4.99

Rooms-in-Miniature $3.88 each

2 TO 4 ROOMS-IN-MINIATURE. These life-like rooms are fully furnished. All furniture is scaled ½ in. to the foot, handcrafted of wood and finely detailed . . drawers open, cabinet doors slide, dining room table extends, the upholstery is real fabric. There's even wall-to-wall carpeting. The walls themselves reverse from color to wood graining. Paintings are copies from the Metropolitan Museum of Art; flowers are real, and dried for permanence. Removable ceiling and front wall of clear plastic. Each, abt. 10¾x7x5¾ in. high.
(2) 48 T 2722—LIVING ROOM. Ship. wt. 2 lbs. $3.88
(3) 48 T 2724—DINING ROOM. Ship. wt. 2 lbs. 3.88
(4) 48 T 2799—BEDROOM. Ship. wt. 2 lbs. 3.88

Magnetic Doll House $3.59

5 WATCH THE WHOLE HOUSE COME ALIVE with action-packed fun . . it's all done with lifetime magnets. Just move the magic wand under the table . . the family moves about in their beautifully furnished five-room house—through the front door, out onto the landscaped yard or into the spacious garage without being touched. It's fun to help Mother, move furniture and do household chores while Father works in the yard.

The house is completely furnished, even to real mirrors on the wall. Removable, "see-thru" clear plastic roof permits you to see action inside the house. Beautiful, plastic modern ranch house is mounted on large 26x20-in. playboard with sturdy plastic legs. Easy to assemble without tools.
48 T 2738 MO—OVER 100 PCS. Ship. wt. 7 lbs.

Wishmaker Estate Completely Furnished $8.88

6 LUXURIOUSLY FURNISHED INSIDE AND OUT for gracious living and entertaining. Outside, you'll find a completely equipped playground and swimming pool, poolside and sundeck furniture, fences and beautiful landscaping. See-through windows have removable shutters; awnings assure summertime comfort.

The front door swings wide to welcome you to over 570 square inches of gracious living. There's plenty of room for a growing family . . seven spacious rooms plus sundeck and breezeway; living room-dining room combination; family room, kitchen, bath, bedroom, nursery and utility room. This lovely 2-story colonial mansion is furnished for the utmost in comfort and luxury with over 35 pieces of finely detailed plastic furniture. 4 family figures included . . over 75 pieces in all. Lithographed steel with turned edges has "Clapboard and Brick" construction with "Slate" roof. Easy to assemble without tools. About 38x10x15½ inches high.
48 T 2714 M—Shipping weight 9 lbs. 4 oz. $6.88

Doll House Family $1.59

7 5-MEMBER DOLL HOUSE FAMILY is ready to move right into almost any doll house. Family includes: father, mother, sister, brother and baby. Realistically detailed, flexible plastic bodies can be made to sit, stand, even hold things. Attractively dressed in casual wearing apparel, just right for fun and relaxation. Father is about 4½ in. tall; others in proportion.
48 T 2728—Shipping weight 12 oz. . $1.59

7 Rooms of Furniture $2.49

8 A "VAN LOAD" OF DOLL HOUSE FURNITURE . . over 50 pcs. . . enough to furnish 5 rooms plus bath and patio. Will keep any child delightfully entertained for hours. Also makes wonderful doll house "extras." It's harmless, too—even a child of two can play with this furniture . . there are no sharp corners or edges. Made of flexible, molded plastic that is safety-soft, yet firm and durable. Realistically detailed in modern design and decorator colors. Average size about 3 inches high—just right for busy little hands.
48 T 2706—Shipping weight 14 oz. Set $2.49

Just Phone Your Order. See Page 362

Play House $3.88

"Pillbox" $3.88

GIANT CRAWL-IN PLAY HOUSE . . it's almost 4 feet high, with loads of room inside. Can be used indoors or out—sets up easily, folds flat for storage, plastic snap-on carrying straps. Brightly colored, sturdy corrugated fiberboard with 3 reinforced windows, double swinging doors, mail slot. About 40x30x45 in. high overall.
48 T 2731 MO—Shipping weight 8 lbs. 8 oz. . $3.88

FOLD-AWAY COMBAT "PILLBOX" . . fun for backyard or indoor warfare. Strong corrugated fiberboard with authentic camouflage colors. 5 gun-slits for sharp-shooters, top opening for grenade throwers. About 31x31x38 in. high. Folds flat for storage.
48 T 2711 MO—Ship. wt. 7 lbs. $3.88

Completely Furnished 6-Room Suburban House

$3.88

Unfurnished $2.97

MODERN DOLL HOUSE. Six spacious rooms are completely furnished with 29 pieces of modern, realistically detailed plastic furniture. There's a living room-dining room combination, kitchen, bedroom, bath, nursery and utility room plus a sundeck with awning. "Redwood" and "field stone" exterior is attractively "landscaped." Colorful, lithographed steel with turned edges; no tools needed for assembly. About 25½x9½x15½ in. high. Use Doll Family (7) sold below.
48 T 2786M FURNISHED DOLL HOUSE. 6½ lbs. $3.88

UNFURNISHED DOLL HOUSE. Like above, no furniture.
48 T 2712 M—Shipping weight 5 lbs. 8 oz. . $2.97

They're here now—for you
Exclusive with EATON'S
a big name in the ski world

VAL D'ISERE SKIS

Priced from **31.98** to **52.95**

Exclusive at EATON'S
Junior

"COMBI" SKIS

With new-style "top boy" junior release bindings

FROM **13.95**

No down payment on EATON'S Credit Plan.
*See pages 256 257

EATON'S
TRUFLINE
De Luxe Toboggans
NONE BETTER

16.95 to **31.75**

Another Eaton's first– for you!

Exclusive "Val D'Isere" metallic skis complete with mounted bindings

Your best ski value at

99.99 Cash
or 7.00 Monthly*

New Mark II Squaw Valley toe-piece with double swivel action. Canadian-made under license.

12 Exclusive with EATON'S Quality Metal Skis fashioned by European craftsmen to meet Canadian standards. Features include hidden steel edges; Kohx (soft polyethylene plastic) base; high-gloss Black plastic top finish. Fitted with Mark II Squaw Valley toe-piece with Aspen release front throw and cable. Short leather safety strap included. Sizes 5 ft. 11 ins.; 6 ft.; 6 ft. 3 ins.; 6 ft. 6 ins.; 6 ft. 7 ins.; 6 ft. 9 ins. FEATURE VALUE
W61 R 5379A. . **99.99**

Buy now. No payments till February, 1966, on orders placed before November 15th.
**See pages 256-257*

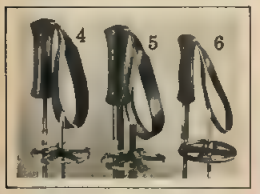
EATON'S
your exclusive ski chalet

Compare features—prices—values—then let Eaton's outfit the whole family with the newest in top quality skis and bindings

Descriptions of merchandise shown on this page

IMPORTED! Aspen skis
19.88 or 3.00 monthly* Cash

Junior skis with poles
7.95 to **9.95**



Adult poles
5.99 and **9.95**

Junior poles
3.95

Junior "Combi" skis

5-foot length

FEATURE VALUE **13.98**

1 Junior "Combi" Skis . . just like the senior models. Red lacquered finish with white and blue painted top edges; overlapping steel edges. Metal tip and tail protectors. "Top Boy" junior adjustable release bindings safety straps. FEATURE VALUE
W61-R 5367. Length 4½ feet **12.98**
W61-R 5368. Length 5 feet. **13.98**
W61-R 5369. Length 5½ feet **15.98**

2 Imported by EATON'S for you! "Aspen" solid Wood adult Skis with high-gloss Red enamel top finish; white top edges, overlapped steel running edges. Metal toe, heel protectors. Fitted with Kinzl release bindings. Sizes 6 ft.; 6 ft. 3 ins.; 6 ft. 6 ins., 6 ft. 9 ins.
W61-R 5336A. State length. **19.88**

3 Exclusive with EATON'S. Junior "Combi" solid Hardwood Skis fitted with junior cable bindings, metal toe and heel protectors. Red tops, white and blue top edges. Cane poles, leather grips.
W61-R 5360. Length 3 feet . . **7.95**
W61-R 5361. Length 3½ feet. **8.95**
W61-R 5362. Length 4 feet. **9.95**

4 Our best value in Ski Poles. Adults' full taper Aluminum poles have spin-polished, heat-tempered shafts with full 36-inch taper and rugged metal and rubber basket. Moulded rubber hand-grips with leather wrist straps. Lengths 42, 44, 46, 48, 50, 52, 54, 56, 58 ins.
W61-R 5370A. . **5.99**

5 Adults' full taper Aluminum Ski Poles. Our top line! Lustrous anodized black shafts, extra-strong metal and rubber basket moulded neoprene handles with leather wrist straps. Lengths 46, 48, 50, 52, 54, 56, 58 inches. State length.
W61-R 5371A. . **9.95**

6 Junior Ski Poles have light-weight Aluminum shafts, comfortable handles and moulded baskets. Lengths 28, 32, 36, 40, 44 ins. Specify length required when ordering. Low priced for you at EATON'S.
W61-R 5369A. **3.95**

Descriptions of merchandise shown on opposite page

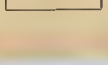
7 EATON'S TRULINE Specified—our top Wood Ski Outfit. Val D'Isere "Wedeln" model. Hickory and Ash laminated with black lacquered top finish, plastic top edges, interlocking steel edges "Poiron" plastic base. Long toe and heel protectors. New grommet-type adjustable cable release harness (see inset) with "Conquest" release toe piece and safety straps. Sizes 6 ft.; 6 ft. 3 ins.; 6 ft. 6 ins., 6 ft. 9 ins.; 7 ft.
W61-R 5367A. State length **52.95**

8 EATON'S TRULINE Adult Ski Set. Val D'Isere "Slalom" model. High-gloss lacquered White top finish with black plastic top edges. Interlocking steel edges and "Poiron" Plastic base. Fitted with new grommet-type fully adjustable release cable harness with "Conquest" release toe piece and safety straps. Sizes 6 ft., 6 ft. 3 ins., 6 ft. 6 ins.; 6 ft. 9 ins., 7 ft. Please state size wanted when ordering.
W61-R 5366A. **39.95**

9 Exclusive with EATON'S. Val D'Isere "Combi" model adult Ski Set. High-gloss lacquered top finish in stunning Gunmetal Grey interlocking steel edges, metal toe and heel protectors. Fitted with fully adjustable cable release harness and "Conquest" release toe piece and safety straps. Sizes 5 ft. 9 ins.; 6 ft., 6 ft. 3 ins., 6 ft. 6 ins., 6 ft. 9 inches. State size wanted when ordering
W61-R 5365A. State length **31.98**

10 An EATON'S exclusive for the young skier. Junior "Combi" Skis of laminated Hardwood with high-gloss Blue top finish and white painted top edges. Metal toe and heel protectors. New style "Top Boy" junior release bindings and safety straps.
W61-R 5363. Length 4 feet **13.95**
W61-R 5364. Length 4½ feet **15.95**
W61-R 5312. Length 5 feet. **17.95**
W61-R 5313. Length 5½ feet **19.95**

How to estimate correct length of skis; poles

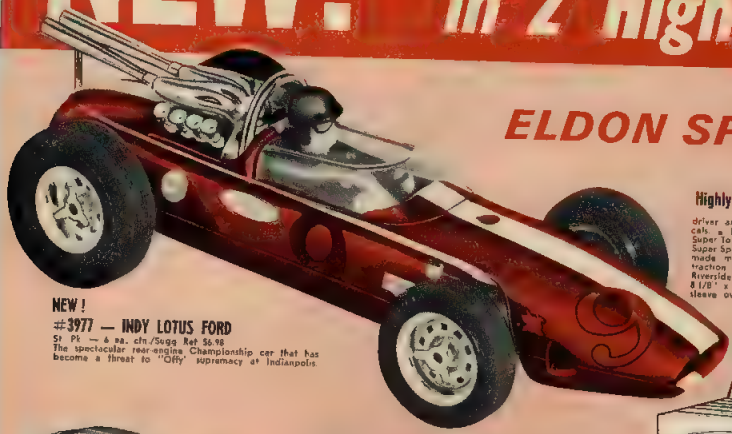


11 EATON'S TRULINE De Luxe Toboggans. Canadian Hard Maple with combination of Red and Blue enamel and Natural varnish finish. Double over and under outer slats, 3/8 inch thick. Over-all width about 17¾ inches. Strong wooden cross-pieces. Red, white and blue side and pull ropes with leather ties. Link chain hood fastening.

Length	With Cushion		Toboggan only	
	Cat. No.	Price	Cat. No.	Price
5 feet	W61-R 5353	21.45	W61-R 5354	16.95
6 feet	W61-R 5385	25.95	W61-R 5356	19.95
7 feet	W61-R 5381	31.75	W61-R 5390	24.95

NEW! Eldon Slot Racin in 2 "High Pre

ELDON SPEED S



NEW!
#3977 — INDY LOTUS FORD
St Pk — 6 ea. ctn./Sugg Ret $6.98
The spectacular rear-engine Championship car that has become a threat to "Offy" supremacy at Indianapolis.

Highly-detailed, 1/32nd sca

driver and interior, chrome accesso cats ● 12 volt Super-Sport Motor Super Torque rear end assembly Super Speed front end assembly ● nuds metal gears aluminum raci traction tires ● Track tested at Riverside International Raceway 8 1/8" x 6½" x 1 5/8" ● Packag sleeve over pilfer-proof shrink-pack

NEW!
#3936 — CORVETTE STING RAY
St. Pk. — 6 ea. ctn. Sugg. Ret $5.98
Most popular sports and racing car in the U.S.

NEW!
#3976 — "OFFY" ROADSTER
St Pk — 6 ea. ctn. Sugg. Ret 6.98
Front-engine Championship car that traditionally leads the at Indianapolis

NEW!
#3975 — FERRARI TESTA ROSA
St. Pk. — 6 ea. ctn. Sugg Ret. $5.98
Ferrari . . . world champion in international racing

ACCESSORIES all packaged in clear plastic box with header card!

NEW! A #3931 — SUPER TORQUE 12 VOLT MOTOR St Pk — 12 ea ctn Converts all Eldon 6 volt sports and stock cars to high performance racers. Complete with pre-wired pick-up. Length 1 5/8" width 7/8". Armature shaft 3/32" diameter 3/32"

NEW! B #3933 — SUPER SPORT FRONT END St Pk. — 12 ea ctn Precision made assembly for conversion of Eldon sports and stock cars to high performance racers. Light weight machined aluminum wheels with steel axles and top traction rubber racing tires

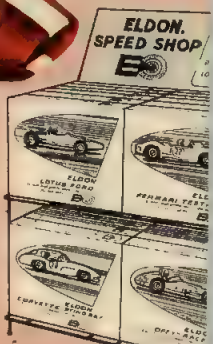
NEW! C #3932 — SUPER TORQUE REAR END St Pk. 12 ea Precision built assembly for all Eldon Standard stock and sports cars Light weight aluminum wheels with steel axles 28 tooth metal gear and top traction rubber racing tires.

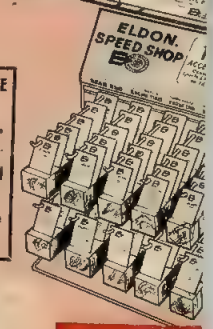
NEW! D #3978 — SPEED SHOP TIRES (4 per box) St. Pk. — 12 ea. ctn. 1" diameter, ¼" wide Track tested at the Eldon Center

NEW! E #3979 — SPEED SHOP PICK-UP BRUSHES St. Pk. — 12 ea. ctn. 4 long-wearing pick-up brushes of flexible braided wire. Tract tested at the Eldon Center

NEW! #3955 — SPEED SHOP CAR ASSORTMENT WITH FREE WIRE RACK DISPLAY
St. Pk. — 1 ea. ctn
Assortment of Speed Shop racing kits contains 6 each. #3936 Corvette Sting Ray, #3976 Ferrari, #3976 "Offy" Roadster, #3977 Lotus Ford Compact wire display with colourful banner. Size: 15" x 173/8" x 10½".

NEW! #3952 — SPEED SHOP ACCESSORY ASSORTMENT WITH FREE WIRE RACK DISPLAY
St Pk — 1 ea. ctn
Assortment of Speed Shop Accessories contains 12 each #3931 12 volt motors #3932 rear end assembly, #3933 front end assembly #3978 tires #3979 Pick-up brushes. Compact wire rack with colorful banner Size 13" x 10" x 13".





ELDO

For further information circle coupon No. 13

g Kits and Parts
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HOP

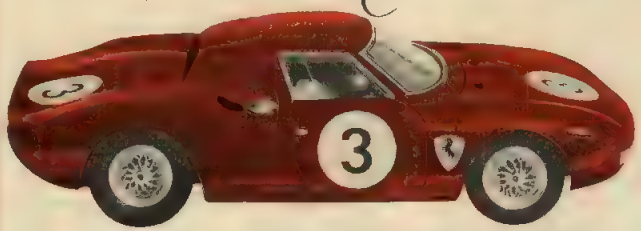
body shell,

and racing ca-
Fully assembled
Fully assembled
satures precision
wheels, and top
• Eldon Center
Package sizes:
Colourful display
art

2 VOLT KITS

ELDON

Concours — RACING CAR KITS



NEW! #9520 — CONCOURS RACING KIT— FERRARI 330 P LM (12 Volt)

St. Pk. — 6 ea. ctn. Sugg. Ret. $8.98
The newest in the victorious line of Ferrari prototype racing cars, for 12 volt competition slot racing. • ACCURATELY DETAILED 1/32nd SCALE MODEL. . . . . easily adapts to most body shells. • 30,000 R.P.M. lightweight 12 volt motor . . . Precision made lightweight die cast aluminum frame is fully adjustable from 1/32nd to 1/24th scale

NEW! #9521 — CONCOURS RACING KIT— BRM FORMULA 1 (12 Volt)

St. Pk. — 6 ea. ctn. Sugg. Ret. $9.98
Newest BRM Formula 1 Monocoque Grand Prix racer. • For 12 volt competition slot racing. • ACCURATELY DETAILED 1/24th SCALE MODEL. Fully adjustable motor and chassis unit with low center of gravity for maximum roadability . . . precision made lightweight die cast aluminum frame is fully adjustable from 1/32nd to 1/24th scale easily adapts to most body shells. • 30,000 R.P.M. lightweight 12 volt motor • Swing-ing arm pickup with Delrin guide blade and coated copper brushes. • 2 precision mesh metal gears . . . . select correct gear ratio for different racing courses. • Track tested at the Eldon Center. • Package size: 10¼" x 7" x 2".

CONCOURS ACCESSORIES all track tested. Blister packed cards.

#3974 — CONCOURS CHASSIS St. Pk. — 12 ea. ctn. Ultra-light die cast aluminum chassis. Fully adjustable from 1/32nd to 1/24th scale. Complete with pivoting pick up arm and motor mounting screw.

#3965 — CONCOURS XM30 RACING MOTOR St. Pk. — 12 ea. ctn. 12 volt, 30,000 R.P.M. for 1/24th through 1/32nd scale racing cars. High-speed 3-pole armature with spherical, self-aligning thrust bearing, brass pinion gear 1/2" long, ¾" wide and 9/16" high.

#3971 — CONCOURS METAL RACING GEARS St. Pk. — 12 ea. ctn. 2 positive mesh metal crown gears. Select correct gear ratio for maximum performance on varying track courses.

#3972 — CONCOURS RACING WHEELS St. Pk. — 12 ea. ctn. For use with 1/32nd scale racing cars. Light-weight machined metal racing wheels, 3/8" diameter with threaded axles 2½" long. Lock nuts included.

#3968 CONCOURS RACING TIRES (4) St. Pk. — 12 ea. ctn. For use with 1/24th scale racing cars. 4 true, scale, high performance racing tires. Two sizes 17/8" diameter 7/16" wide and 1" diameter 1/32" wide.

#3970 — CONCOURS RACING TIRES (4) St. Pk. — 12 ea. ctn. For use with 1/32nd scale racing cars. 4 true scale, high performance racing tires. 7/8" diameter, 5/16" wide.

#3964 — CONCOURS GRAND PRIX BRM RACING CAR SHELL

#3963 — CONCOURS FERRARI 330 P/LM RACING CAR SHELL

#3967 — CONCOURS RACING WHEELS

#3958 — CONCOURS ASSORTMENT St. Pk. — 1 asst ea. ctn. Assortment contains 6 each Shells — #3963 Ferrari 330 P/LM, #3964 BRM Formula 1, 6 each #3965 Motor, #3967 Wheels and Axles (24th), #3968 Tires (4) BRM 2 sizes, #3969 Guide Blade with Pick-up Brushes, #3970 Tires (4) Ferrari, #3971 (1/24th and 1/32nd scale), #3972 Wheels and Axle (1/32nd), and #3974 Chassis.

#3969 — CONCOURS PICK-UP ASSEMBLY

INDUSTRIES Canada Ltd., [illegible]

Build any one of these 5 ERECTOR motorized construction models you guide by REMOTE CONTROL

Battery-run 5-in-1 Set

$11.99 without batteries

Build and boss these rugged working model rigs. Run each by remote control switch that starts, stops, reverses the battery-operated Powermatic motor with 3 power takeoffs. Booms on the excavator and mobile crane hoist and lower. Dump truck runs forward, backward . . hand gear operates dump body. Bulldozer moves on its own rubber tracks. Road roller has chain-and-gear drive. 159 pieces . . . black and yellow steel, durable plastic, accessories. Order 2 "D" batteries (79N4660) on facing page.

79 N 1915C—Wt. 6 lbs..Set $11.99

Road Construction Set . . all manually operated

Assemble any of 5 models shown $5.88 Set

Tackle toughest jobs with any of 5 specialized rigs. Easily assembled nut and bolt construction, each up to 12 in. long. Over 100 pieces . . plastic, steel in black and yellow, wheels, treads, needed accessories.

49 N 1931—Shipping weight 4 pounds.....Set $5.88

Mighty Military Vehicle Set . . treads and turrets move

Build and rebuild any of 5 models shown $5.88 Set

Right from the armored columns . . each vehicle hand operates and has movable parts. Models, each up to 12 inches long, go together quickly with nut and bolt construction. Set includes rolling wheels, treads, revolving machine gun and gun turret. Over 100 parts, steel and plastic, in olive drab and silver colors. Army insignia stickers included.

49 N 1930—Shipping weight 4 lbs. 10 oz.....Set $5.88

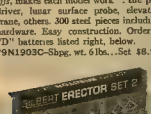
Build 'em, work 'em . .
ERECTOR Motorized Models

$8.99 without batteries

Powermatic motor runs these working models

Battery-operated motor, *3 power take-offs*, makes each model work . the pile driver, lunar surface probe, elevated crane, others. 300 steel pieces including hardware. Easy construction. Order 2 "D" batteries listed right, below.

79N1903C–Shpg. wt. 6 lbs. . .Set $8.99



$5.88 without batteries

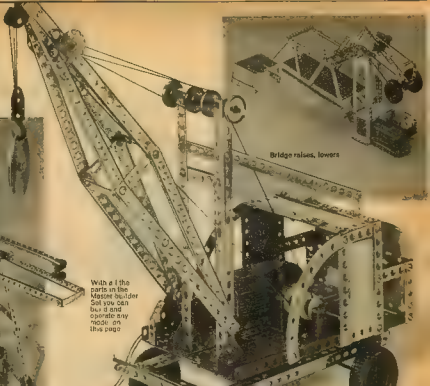
Even this Starter Set has a 1-speed motor

Build and rebuild interesting, easy-to-construct models operated by battery DC motor . . rocket service tower, radar, scanner, drill press, others. Over 200 steel parts including hardware. Order 2 "D" batteries as listed below.

49N1902–Shpg. wt. 3 lbs. 1 oz. Set $5.88

"D" Battery. Shpg. wt. ea. 4 oz.

49 N 4660. . . . . .Ea. 16c; 4 for 60c


Bridge raises, lowers
With all the parts in the Master-builder Set you can build and operate any model on this page
Remote Control . . forward, reverse, on and off
$13.99 without batteries

Master-builder Set with 3 Powermatic units lets you build and run big, complex structures by **Remote Control**

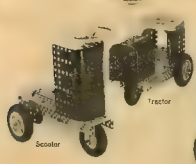
Our most complete and only ERECTOR Set that enables you to build and work special big models. These include rolling crane that lifts, oil derrick that "drills," helicopter with revolving rotor blade—others. 450 steel pieces, including hardware, packed in attractive carton for easy storage. Order 2 "D" batteries below.

Shipping weight 8 pounds

79 N 1908C . . . . . .Set $13.99

"D" Battery. Shpg. wt. ea. 4 oz.

79 N 4660. . . . . .Ea. 16c; 4 for 60c



Life-size Ride It ERECTOR Vehicles that you actually ride and steer

build and rebuild any of 5 different ones $16.99

Almost like choosing from your very own garage full of rolling vehicles. Build any one from the more than 200 pieces. They include shaped seat, 4 wheels with tires, steering wheel, 2 wrenches, oversize nuts and bolts, but steel chassis parts and steel and aluminum structural parts. Each vehicle about 30x15x20 in. high. Instructions.

79 N 1959K—Shipping weight 21 pounds. . . . . .Set $16.99

G.I. Joe!

Only G.I. JOE is the undisputed, unconquerable, indefatigable hero of TV and getting more heroic every day. Only G.I. JOE is the official and authentic Action Soldier,™ Action Sailor,™ Action Marine,™ and Action Pilot™ with twenty-one moveable parts. Only G.I. JOE, after winning a beachhead in 1964 has spread out over the entire nation and gone over the top in sales everywhere.

YES, ONLY G.I. JOE IS MR. PROFITABILITY

Now with new lines of supply established and with lines of communication open on television and in print, THE BIG ONE IN '65 is G.I. JOE! And remember, only G.I. JOE is G.I. JOE!

out with BIG H in '65

G.I. JOE DIVISION, HASSENFELD BROS., INC., PAWTUCKET, R.I.

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only G.I.Joe® is

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out with BIG H in '65

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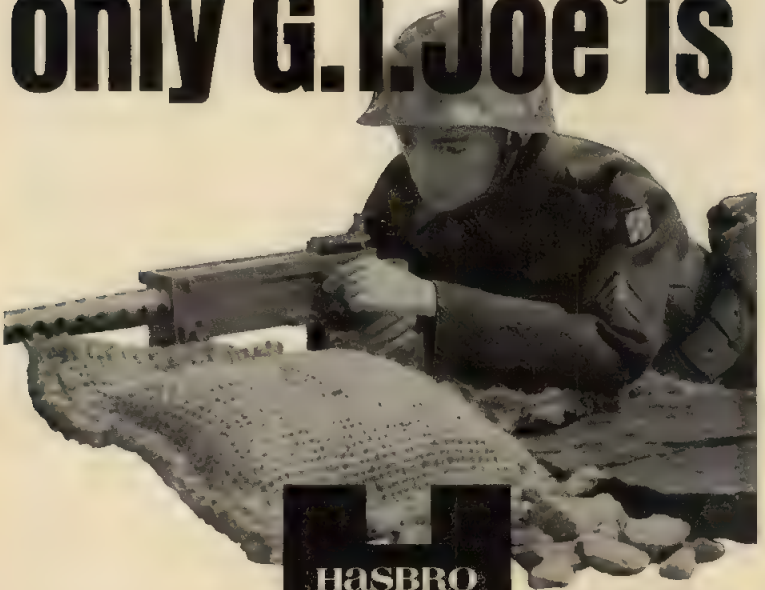


HASBRO

move

James Bond 007

Featuring an authentic model of his customized

Road Race

Aston Martin DB5

Varied-speed motor sounds
Bullet shield
Tire "cutters"
"Machine guns"

Roar from LeMans start into double-exit tunnel . . which route will your car take?

Danger! Use your skill to zig-zag over winding road, spin around an oil slick

Fly past warning lights and make daredevil leap over "washed-out" bridge

Hug the banked curve, then climb up the 40° steep hill with its "slippery bricks"

plus . .

Amazingly realistic roads that wind through majestic scenery . . lap counters, switches, even 3 flashing lights at danger points

Assemble it in just minutes

Slide together 6 fully landscaped, fully wired, fully contoured tiles. Strong 4-prong "trees" lock them in place. Even the power pack hides under a hill. Each tile 17x17 inches, colorful injection-molded plastic.

COMPLETE SET
includes 51x34-inch roadway, 2 cars, speed controls and power pack

$34.44

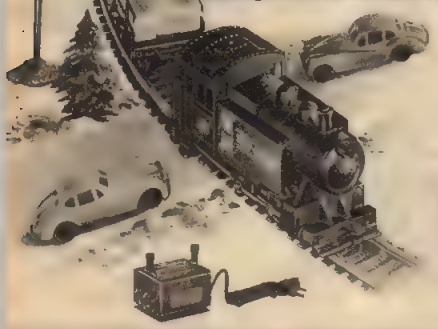
James Bond's "Aston Martin" parks next to a Mustang Fastback. A scuffle, then a "shot." The Mustang roars off, James Bond follows in pursuit. Into the tunnel with surprise exits one car takes the short zig-zag route, the other a long "S" curve. Spin past an oil slick and 2 banked curves. Climb the hill (the slippery bricks look treacherous). Wind around the mountain . . . a flashing warning light bridge "washed out". Both cars chance it and make it (span adjusts to 4 positions as skill increases). Will James Bond catch his quarry? It's up to you—and your daring.

Set has 3-dimensional roadway, two 3⅝-inch motorized plastic cars, 2 controls, 12 volt power pack. U.L. listed. 110-120 v. 60 c. AC.
79 N 7665L Shipping weight 15 lbs. **$34.44**

Extra Cars to interchange with cars in set. Sturdy plastic. 3⅝ in. long. Wt. each 4 oz.
49 N 7667 Jaguar XK E 2.99
49 N 7668—Ferrari 250 GTO 2.99

Spare Parts Kit. Contains 2 tires, pick-ups, 1 front guide pin, gear plate, axle face gear.
49 N 7669 Shpg. wt. 3 oz. . . . . Kit 99c

No Money Down on anything Sears sells



75-piece HO Train Set by Marx with full-color 3-D scenic base

You get a 6-unit electric train, 34 feet of track *plus* realistic town setting that includes base, buildings, cars and people

Complete with power pack **$29.88** cash — No Money Down

You're the engineer as the train circles the town, goes through the tunnel and stops for delivery of a truck or a bulldozer. Vacuum-formed plastic terrain is 34x47x6 in. high. Freight train of plastic and metal is 34 in. long: industrial switcher locomotive hauls 4 flat cars — one with lumber, a piggyback car with hauler and trailer, one with 2 bulldozers, and one with boat. New Haven caboose tags along behind.

34 track sections, including uncoupler, remote track, form inner and outer ovals. 16 polyethylene trees give charm to the scenery. More realism is added with traffic set, service station with cars, farm set, 12 telephone poles, other plastic accessories. 1½-amp power pack with circuit breaker. UL listed, 110-120-v, 60-c. AC.

79 N 9830N2 – Shipping wt. 23 lbs. Freight (rail or truck) or express. . . Set $29.88

5-unit Electric Train with log car that unloads

This .027 Freight "chuga" along as headlight throws beam up ahead

$9.97 complete with transformer

Steam-type engine goes fast or slow by remote control. Ease log car alongside bin . . watch as logs tumble out. Slant-back coal tender, gondola and caboose. Train 41 inches long. 8 curved, 2 straight 1¼-inch wide tracks form 102-inch oval. Plastic and metal, 25-watt transformer. UL listed, 110-120-v, 60-c. AC.

49 N 9715C—Shipping wt. 7 lbs. . Set $9.97

Battery-powered HO Freight

$4.97 without batteries

Locomotive puffs out smoke rings and gives a realistic whistle as it roars over a special section of track. 9 feet of track in all. 22-inch train also has a coal tender, gondola and caboose — all of high impact plastic. 9-inch control tower holds 4 "D" batteries (not included, order below). From Japan.

49 N 9828—Shpg. wt. 2 lbs. 4 oz. $4.97

"D" Battery. Shipping weight each 4 oz.
49 N 4660.....Each 16c; 4 for 60c

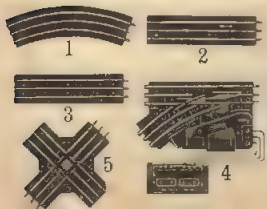
This set by Marx includes a 5-unit train with headlight, 12½ feet of track *plus* a scenic base with lots of accessories—all at Sears low price

57-piece Electric Train Set $19.89

Run the whole train around the main track or leave a car on the siding. Test your skill at easing the train up to the station, stopping it at just the right spot, coupling and uncoupling cars. Steam-type locomotive has a headlight and makes a chug-chug sound as it goes along 40-inch long New York Central train has tender, gondola, wrecker car, caboose. Plastic and metal.

Also 4 sections of straight track, 9 sections of curved track, track connector and uncoupling unit. 8 telephone poles, 3 plastic cars, 3 trees, many signs. Plus 1 each right-hand switch, dead-end bumper, whistle, crossing gate and crossing signal, railroad station with people, railroad sign and a platform complete with milk cans. Also includes a ranch house and a fire station, both with accessories. 50-watt transformer. UL listed. 110–120-volt, 60-cycle AC.

79 N 9802C—Shipping weight 12 pounds . . . . . Set $19.89



Regular-gauge "gravel roadbed" Track . . Transformers

3-tie track for ALLSTATE or MARX sets. Metal and plastic

1 **Curved Track.** 10¾ inches long.
49 N 9702—Shipping weight 4 ounces 28c

2 **Straight Track.** 8⅛ inches long.
49 N 9701—Shipping weight 4 ounces 28c

3 **Uncoupling Track.** 8¾ inches long.
49 N 9710—Shipping weight 4 ounces 97c

4 **Electric Switches.** 1 right, 1 left. Push-button panel.
49 N 9706—Shipping weight 2 pounds . . . . . Set $6.97

Manual Switches. 1 right, 1 left. Lever-control action.
49 N 9704 Shipping weight 1 lb. 4 oz. . . . . Set $3.89

5 **Crossover Track.** 7½x7½ inches.
49 N 9703—Shipping weight 4 ounces $1.39

Train Transformers. Steel cases, circuit breakers. UL listed 110–120-v, 60-c AC.

6 **50-watt.** 7 to 13-volt for train and accessories. Shipping weight 3 lbs.
49 N 9721. . . . . $5.47

7 **100-watt.** 5 to 15-volt for train and accessories. Shipping wt. 4 lbs. 4 oz.
49 N 9722. . . . . $7.99

Your Choice

$2.88 Service for 6 $1.82 Service for 4

59-Piece "Milk Glass" Plastic Tea Set . . reduced from last year. Dainty rose design on sparkling white background sets off the traditional beauty of 6 dinner plates, 6 salad plates, 6 saucers with lacy openwork edges. "Hospital" design decorates 6 cups, teapot with cover, sugar bowl with cover and creamer. Six clear plastic "crystal" water goblets; 6 each plastic knives, forks, spoons, 6 party napkins. Shipping weight 2 lbs. 4 oz.

48 T 8691—Service For 6 Was $3.33, Now **$2.88**

41-Piece Set. Ship. wt. 1 lb. 12 oz.

48 T 8690—Service For 4.....Was $2.22; Now **$1.82**

New . . 66-Piece "Country Garden" Tea Set. Smart Red plastic teapot with cover, sugar bowl and creamer, and 6 cups. Plastic salt and pepper shakers, 6 individual casserole dishes with covers. Lovely multi-floral design on White background decorates 6 meat dinner plates and 6 meta saucers. Includes 6 plastic bread and butter plates; 6 each plastic flatware knives, forks and spoons; 6 lace doilies. Ship. wt. 2 lbs. 2 oz.

48 T 8776—Service For 6 **$2.88**

46-Piece Set. Ship. wt. 1 lb. 12 oz.

48 T 8775—Service For 4.....**$1.82**

New . . 62-Piece "Barbie And Midge" Plastic Tea Set. Charming "Barbie" and "Midge" motifs decorate 6 dinner plates and 6 saucers. Graceful Blue teapot with cover, sugar bowl with cover, creamer, 6 cups and 6 individual salad bowls. White salt and pepper shakers; 6 each knives, forks, spoons. Six clear plastic "crystal" goblets. Includes napkin holder and 6 party napkins. Ship. wt. 2 lbs. 4 oz.

48 T 8778 Service For 6. . **$2.88**

44-Piece Set. Ship. wt. 1 lb. 9 oz.

48 T 8777—Service For 4..... .**$1.82**

Play "Corning Ware" $1.39 Set

13 Piece Cook And Serve Set . . adorable White plastic replicas of mother's Corning Ware® in pretty Blue Cornflower® pattern. Skillets and casseroles have "see-through" covers; detachable handle and cradle. Percolator with cover and trivet.

48 T 4631 Shipping weight 1 lb. 2 oz. . Complete Set **$1.39**

Cutlery 79c Set

26 Piece "Silverware" Set. Smooth, shiny aluminum. 8 knives (each about 4¼ in. long), 8 forks, 8 spoons and a butter knife. "Mahogany" cardboard chest.

48 T 8704—Ship. wt. 7 oz. **79c**

MODERN *Russel Wright* Colorful "Pottery"

(A) 53 Pc. Set . . complete service for 6. Created by a famous designer for little homemakers who love entertaining guests in the modern manner. Colorful, high impact plastic that's extremely resistant to breakage . . looks like pottery.

Includes 6 Each: turned-edge plates (about 6¼-in. diameter), cups, saucers, "silver" knives, forks, spoons, "crystal" goblets; teapot with cover, sugar bowl with cover, creamer and 6 paper party napkins. Colors may vary from set shown. Shipping weight 2 lbs. 5 oz.

48 T 8774 . Service For 6 **$3.88**

37 Pc. Set Ship. wt. 2 lbs.

48 T 8773 Service For 4 **$2.88**

SKANDIA *Contemporary* Dinner Set

(B) New 94 Pc. Break-Resistant Plastic Dining Set. Decorated with charming Red and Gold bow knot design. Has all the serving pieces the little homemaker will ever need! A two-burner "hot-plate" to keep food "warm," huge salad bowl with serving fork and spoon, large casserole with cover and "warming" stand, platter, tea pot with cover, sugar bowl with cover, creamer, salt and pepper shakers, napkin holder, and 6 napkins.

6 Each dinner plates, salad bowls, bread and butter plates, cups, saucers, casseroles with covers, "crystal" carafes and goblets, plastic knives, forks, spoons. Shipping weight 2 lbs. 12 oz.

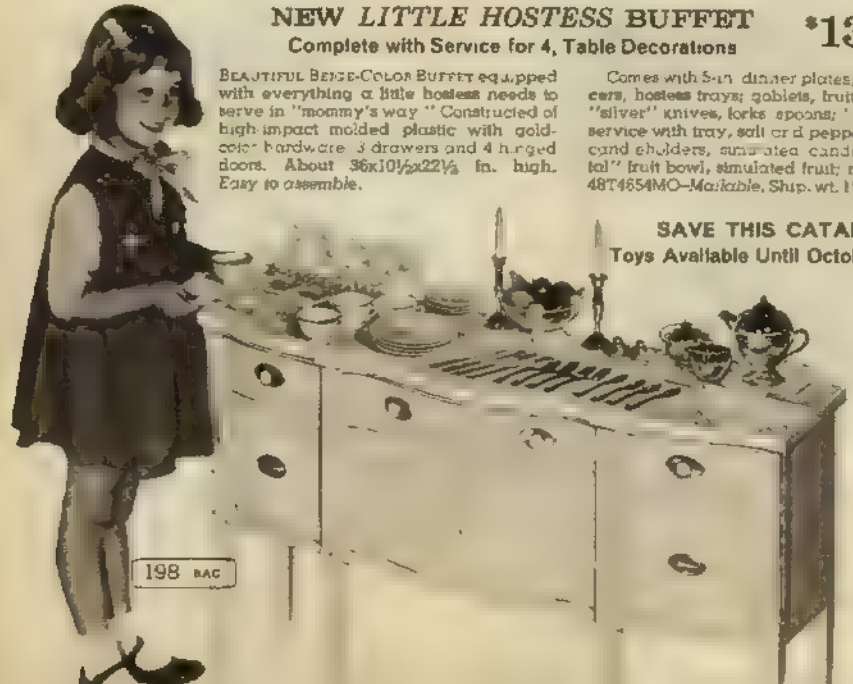
48 T 8771—Service For 8. . . . . .**$4.88**

68-Pc. Set. Ship. wt. 2 lbs. 4 oz.

48 T 8772—Service For 4. . . . . **$3.88**

NEW *LITTLE HOSTESS* BUFFET $13.94

Complete with Service for 4, Table Decorations



Beautiful Beige-Color Buffet equipped with everything a little hostess needs to serve in "mommy's way." Constructed of high-impact molded plastic with gold-color hardware. 3 drawers and 4 hinged doors. About 36x10½x22½ in. high. *Easy to assemble.*

Comes with 8-in. dinner plates, cups, saucers, hostess trays; goblets, fruit compotes; "silver" knives, forks spoons; "silver" tea service with tray, salt and pepper shakers, candle holders, simulated candles, "crystal" fruit bowl, simulated fruit; napkins.

48T4654MO—*Markable.* Ship. wt. 15 lbs. **$13.94**

SAVE THIS CATALOG!

Toys Available Until October 1, 1965

198 BAC

TRADITIONAL "*Moss Rose*" Real China

(C) Party-Perfect Real China . . scaled to size for the little hostess. 29 lovely pieces decorated in traditional rose design—complete service for 6.

Beautiful Serving Pieces teapot with cover, sugar bowl with cover, creamer, vegetable dish with cover, meat platter, cake dish, salt and pepper shakers. Six each dinner plates, cups and saucers.

48 T 4772 Imported. Ship. wt. 5 lbs. 10 oz. . . . **$2.94**

PLAY FOOD

Low as $1.39 59-Pcs.

The "Young" Gourmet will take pride in "serving" realistic plastic meat, rolls, cake, etc. Plastic place mats included

87-Pc Set. Service for Six
48 T 4698—Ship. wt. 7 oz. **$1.79**

59 Pc Set. Service for Four
48 T 4697—Ship. wt. 6 oz. **$1.39**

"CORNFLOWER"

Service for 6 $4.88

Service for 4 $3.88

Deluxe 101-Pc. "Cook And Serve" Set, Service For 6. Of break-resistant plastic with hard-gloss finish that looks, feels . . . even washes like glass.

Incl 1(6) percolator, cover, teapot, cover, 2 "warming" stands, 4 "Corning" pans, covers, cradle, 2 detachable handles, sugar bowl, cover creamer, salt and pepper shakers napkin holder, 6 napkins, serving tray 5 kitchen tools

Also 6 Each dinner plates, bread and butter plates, cups, saucers, goblets, sherbets, casseroles with covers, knives, forks and spoons. Wt 3 lbs. 6 oz.
48 T 8769—Set. **$4.88**

70-Pc. Set, Service for 4 *Tea Pot, cover, stand not incl*
48T8770—Wt 2 lbs. 12 oz. **$2.88**

(A) **Russel Wright**

Service for 6 **$3.88** Service for 4 **$2.88**

(B) **SKANDIA**

Service for 6 **$4.88** Service for 4 **$3.88**

(C)
"Moss Rose" Real China
$2.94
Service for 6

Choose Pennsylvania Dutch Corner Cabinet or Exclusive New Buffet

Buffet abt. 12x28x24 in. high 2 shelf spaces Corner Cabinet abt. 26x13½x57¼ in high 3 shelves, 2 compartments. Sturdy corrugated fiberboard. Easy assembly, instr. Dishes not included, order at left.

Buffet only Ship wt 8 lbs.
48 T 4649 M *Available.* **$4.39**

Cabinet only Ship wt 6 lbs. 8 oz.
48 T 4606 M *Available.* **$3.47**

Build any one of these 5 ERECTOR motorized construction models you guide by REMOTE CONTROL

Battery-run 5-in-1 Set

$11.99 without batteries

Build and boss these rugged working model rigs. Run each by remote control switch that starts, stops, reverses the battery-operated Powermatic motor with 3 power takeoffs. Booms on the excavator and mobile crane hoist and lower. Dump truck runs forward, backward. hand gear operates dump body. Bulldozer moves on its own rubber tracks. Road roller has chain-and-gear drive. 150 pieces, black and yellow steel, durable plastic, accessories. Order 2 "D" batteries (79N4660) on facing page

79 N 1915C—Wt. 6 lbs. Set $11.99

Road Construction Set . . . all manually operated

Assemble any of 5 models shown $5.88 Set

Tackle toughest jobs with any of 5 specialized rigs. Easily assembled nut and bolt construction, each up to 12 in. long. Over 100 pieces . . plastic, steel in black and yellow, wheels, treads, needed accessories

49 N 1931—Shipping weight 4 pounds. . . . . Set $5.88

Mighty Military Vehicle Set . . . treads and turrets move

Build and rebuild any of 5 models shown $5.88 Set

Right from the armored columns each vehicle hand operates and has movable parts. Models, each up to 12 inches long, go together quickly with nut and bolt construction. Set includes rolling wheels, treads, revolving machine gun and gun turret. Over 100 parts, steel and plastic, in olive drab and silver colors. Army insignia stickers included.

49 N 1930—Shipping weight 4 lbs. 10 oz. . . . . Set $5.88

Build 'em, work 'em . .
ERECTOR Motorized Models

$8.88 without batteries

Powermatic motor runs these working models

Battery-operated motor *3 power take-offs*, makes each model work . . the pile driver, lunar surface probe, elevated crane, others. 300 steel pieces including hardware. Easy construction. Order 2 "D" batteries listed right, below.

79N1903C—Shpg. wt. 6 lbs. . .Set $8.88

$5.66 without batteries

Even this Starter Set has a 1-speed motor

Build and rebuild interesting, easy-to-construct models operated by battery DC motor . . rocket service tower, radar, scanner, drill press, others. Over 200 steel parts including hardware. Order 2 "D" batteries as listed below.

49N1902—Shpg.wt 3 lbs.1oz. Set $5.66

"D" Battery. Shpg. wt. ea. 4 oz.

49 N 4660. . . . . .Ea. 16c; 4 for 60c

$13.99 without batteries

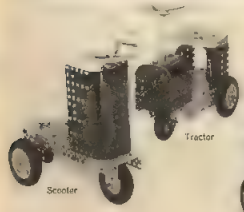
Master-builder Set with 3 Powermatic units lets you build and run big, complex structures by **Remote Control**

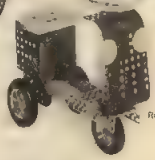
Our most complete and only ERECTOR Set that enables you to build and work special big models. These include rolling crane that lifts, oil derrick that "drills," helicopter with revolving rotor blade -others. 450 steel pieces including hardware, packed in attractive carton for easy storage. Order 2 "D" batteries below. Shipping weight 8 pounds.

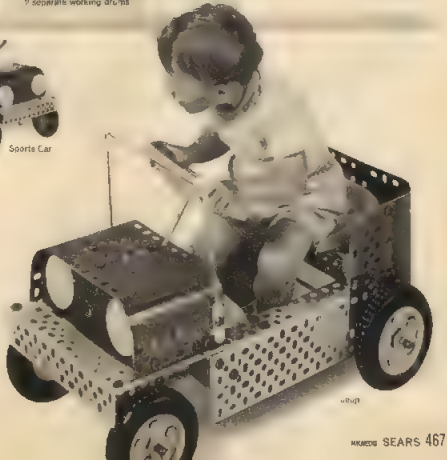
79 N 1908C . . . . . Set $13.99

"D" Battery. Shpg. wt. ea. 4 oz.

79 N 4660 . Ea. 16c; 4 for 60c







Life-size Ride It ERECTOR Vehicles that you actually ride and steer

build and rebuild any of 5 different ones $16.99

Almost like choosing from your very own garage full of rolling vehicles. Build any one from the more than 200 pieces. They include shaped seat, 4 wheels with tires, steering wheel, 2 wrenches, oversize nuts and bolts, big steel chassis parts and steel and aluminum structural parts. Each vehicle about 30x15x20 in. high. Instructions.

79 N 1959K—Shipping weight 21 pounds. . . . . .Set $16.99

Storybook
Pelham Puppets

Hand-crafted in England to make favorite characters come to life

$5.89 to $6.99

World-famous marionettes fully jointed for maximum action . . dance, run, hop, skip, wave their arms as you move strings. Crossbar keeps strings tangle-free. Wood, hand detailed and costumed. With instructions. Ages 8 up.

Key	Catalog Number	Character	Height	Shpg. wt. lbs.	Shpg. wt. oz.	Price
1	49 N 6181	Pinocchio	12 in.	1		$6.99
2	49 N 6179	Goldilocks	12 in.		12	5.99
3	49 N 6180	Red Riding Hood	12 in.	1		5.99
4	49 N 6186	Wolf	14 in.	1	6	6.99
5	49 N 6142	Wicked Witch	12 in.	1		6.99
6	49 N 6185	Cinderella	12 in.	1		6.99
7	49 N 6183	Gretel	12 in.	1		6.99
8	49 N 6182	Hansel	12 in.	1		6.99
9	49 N 6177	Clown	12 in.	1		5.89
10	49 N 6141	Horse	12 in.	1		5.89
11	49 N 6176	Mitzi	12 in.	1		5.89
12	49 N 6175	Fritz	12 in.	1		5.89

From England . .
swingin' puppet trio has a real beat act

Pop Singers
by Pelham

$7.99 each

Pull the strings, and man . these puppets will swing with the beat of your favorite Pop records. Fully jointed wood for life-like action, have 'way out haircuts and costumes that are really "with it." About 12 in. tall.

(13) 49 N 6127 — With Guitar
(14) 49 N 6128 — With Drumsticks
(15) 49 N 6129 — With Sax
Shpg. wt. 1 lb. Each $7.99

16 Drum Set. Wt. 2 lbs. 12 oz. 49 N 6140 .. $5.19

Push-button Marionettes
. . simple to operate

$2.79 each

Control keys on the plastic paddle produce comic actions. Molded vinyl heads, cotton stuffed bodies. 12 in. tall. Shpg. wt. each 12 oz.

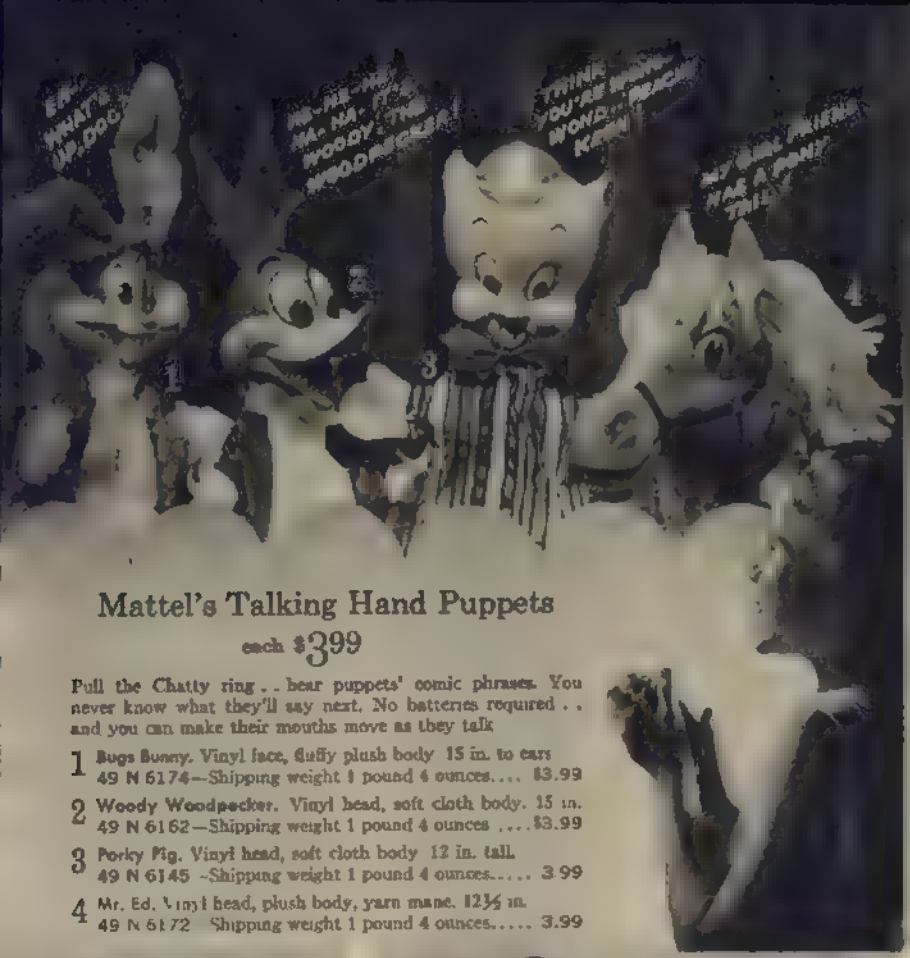
(17) 49 N 6126 — Devil $2.79
(18) 49 N 6120 — Witch 2.79
(19) 49 N 6198 — Bozo 2.79
(20) 49 N 6197 — Alvin 2.79

Easy one-hand paddle control

Our simplest Puppets $2.99 each

Even toddlers can work the one-hand paddle control for life-like animation. Control, hands, feet molded of durable plastic. Molded vinyl heads. 12 in.

(21) 49 N 6144 — Pinocchio
(22) 49 N 6132 — Popeye
(23) 49 N 6130 — Jiminy Cricket
(24) 49 N 6131 — Mickey Mouse
Shpg. wt. ea. 10 oz. Each $2.99



Mattel's Talking Hand Puppets

each $3.99

Pull the Chatty ring . . bear puppets' comic phrases. You never know what they'll say next. No batteries required . . and you can make their mouths move as they talk

1 **Bugs Bunny.** Vinyl face, fluffy plush body. 15 in. to ears
49 N 6174—Shipping weight 1 pound 4 ounces.... $3.99

2 **Woody Woodpecker.** Vinyl head, soft cloth body. 15 in.
49 N 6162—Shipping weight 1 pound 4 ounces $3.99

3 **Porky Pig.** Vinyl head, soft cloth body. 12 in. tall.
49 N 6145 –Shipping weight 1 pound 4 ounces..... 3.99

4 **Mr. Ed.** Vinyl head, plush body, yarn mane. 12½ in.
49 N 6172 Shipping weight 1 pound 4 ounces..... 3.99

Musical Winnie the Pooh Hand Puppet

$4.19

5 **Lovable bear now a Walt Disney puppet of apricot plush. Plays nursery tune on Swiss music box when string is pulled. Cotton-stuffed head, big black eyes. 14 in.**
49 N 6118—Wt. 1 lb. 2 oz. $4.19

Winnie the Pooh and Tigger Hand Puppets

Tame fellows by Walt Disney have cotton stuffed heads. 14 in. tall.

6 **Tigger.** Gold and black plush.
49 N 6116—Wt. 12 oz. $2.77

7 **Pooh Bear.** Apricot plush.
49 N 6115—Wt. 12 oz. $2.77

Puppet Theater converts to Marionette Stage

$4.94

Theater of sturdy reinforced fiberboard is colorfully printed in red and blue on white background. Plastic curtain hangs from top for use with performing marionettes. Shift curtain to bottom . . and there's a puppet stage 5 feet tall . . lots of room for young puppeteers to work. Unassembled. Puppets not included.
79 N 6203C—Wt. 9 lbs.....$4.94

Popular character Hand Puppets

Each $1.87
Set of 2

More fun than ever because they come in pairs. Favorite stars and TV characters have brightly colored cotton bodies, soft vinyl heads. Comic performers 10 inches high

(8), 49 N 6147 Bozo and Alvin
(9), 49 N 6107 Magilla and Ricochet Rabbit
(10) 49 N 6110 Peter Potamus and Breezly
(11) 49 N 6109 Mortimer and Uncle Fester
(12 49 N 6146 Witch and Troll
(13) 49 N 6108 –Herman and Lily Munster
Shipping weight set 8 ounces Set of 2, $1.87

Ventriloquist Dummies

$5.89 and $6.94

Like the ones professional performers use. Jerry and Danny, the sassy dummies you've seen have strings you pull to make them 'talk'. Learn to 'throw' your voice, using the record below to learn how it's done. Fully clothed, with vinyl heads, cotton stuffed bodies. Instructions.

14 **Danny O'Day.** About 30 inches tall.
49 N 6158—Shpg. wt. 3 lbs $6.94

15 **Jerry Mahoney.** About 24 inches tall.
49 N 6157—Shpg. wt. 2 lbs 8 oz..... 5.89

33⅓ rpm Record and Skit Book by Jimmy Nelson.
49 N 6204—Wt. 1 lb..... $2.89

Save $9.50 when you buy traveling Typewriter with Reference Handbook

$53.67 with Reference Handbook

This off-white featherweight weighs only 14 lbs. in its all-steel case. For "Her" a light blue case; for "Him" case is charcoal brown. 5-stop preset tab, 84 characters. Visual margins. 1, 2-line spacing. 9½-in. carriage. Plastic body. From England. 5-yr. guarantee. 720-pg. handbook has facts on hundreds of subjects. Imitation leather cover. 7¼x10¼ inches.

With Reference Handbook. Shpg. wt. 18 lbs.
3 N 5228C—Hers. Std. Pica type. $5 mo. Cash $53.67
3 N 5229C2—Hers. Std. Elite type. $5 mo. Cash 53.67
3 N 5226C2—His. Std. Pica type. $5 mo. Cash 53.67
3 N 5227C2—His. Std. Elite type. $5 mo. Cash 53.67
3 N 1016—Reference Handbook. Wt. 1 lb. 6 oz. 12.50

Without Reference Handbook. Shpg. wt. 16 lbs.
3 N 5308C—Hers. Std. Pica type. $5 mo. Cash $50.67
3 N 5309C—Hers. Std. Elite type. $5 mo... Cash 50.67
3 N 5274C—His. Std. Pica type. $5 mo. Cash 50.67
3 N 5275C—His. Std. Elite type. $5 mo. . Cash 50.67

Sears Scout for efficiency features at a low price **$36.98**

Even at this low price you get smart styling, many features. Quick-set visible margins. 84 characters. 9½-in. carriage, graduated paper bail. Black ribbon, capacity for 2-color ribbon, stencil position. Plastic body, steel frame. Snap-on plastic lid. 5-year guarantee. From England. Shpg. wt. 13 lbs.
3 N 5235C—Standard Pica. $5 mo. . . Cash $36.98
3 N 5236C—Standard Elite. $5 mo. . . Cash 36.98

Type styles (actual sizes)

Standard Pica
Standard Elite
Presidential Pica
Futura
Artistic Script

SPACE TILT

A real test of skill as you maneuver the ball through the tricky maze

$7.85

You manipulate the two control knobs to guide the steel "satellite" ball through the maze . . around corners, past obstructions, down the "safe" path past low-scoring holes and on to the pay-off holes. A high score takes sure hands and steady nerves.

Made of lacquered hardwood in a natural finish. 9x11-in. sandalwood plywood playing field. Includes 2 steel balls, complete rules.
3 N 2847—Shpg. wt. 5 lbs. 5 oz.... $7.85

1 **Tripoley Set.** An easy-to-learn party game with all the suspense and challenge of poker, hearts and Michigan rummy. 2–9 play. Cards, chips. Vinyl 27x27-in. layout.
3 N 2844—Shpg. wt. 1 lb. 7 oz.....$2.65

2 **Spare-time Bowling Game.** You can roll strikes, spares, splits—with dice! Ten 5½-in. dice, 7-inch shaker, stylus, magic slate scoreboard, rules.
3 N 2841—Shpg. wt. 7 oz.....$1.65
Extra scorepads for Bowling Game (2).
3 N 2865—Shpg. wt. 7 oz.....88c

3 **Yahtzee.** Makes thinking fun. Roll 5 dice, put score in any of 13 scoring boxes. Dice cup, 2 pencils, pad, 20 bonus chips.
3 N 2868—Wt. 1 lb. 2 oz.....$1.65
3N2862–Pads for (3) above. Wt. 10 oz. 88c

4 **Liar's Poker.** The honest party game that makes cheating legal. Cards, chips, instr
3 N 888—Shpg. wt. 1 lb. 1 oz.....$1.77

5 **Giant Tripoley.** 2–9 players. 27x42 in. Vinyl backed by foam rubber. Silk-screen, gold-color markings. Cards, chips, rules.
3 N 192C—Shpg. wt. 2 lbs.....$6.57

Family Game Chest **$8.99**

10¼-in. plastic roulette wheel, 22x10½-in green felt roulette pad reverses for horse race game. 150 chips, 6 horses, 5 dice, cup, checkers, chessmen —all plastic. Wood dominoes. Chinese-checker board reverses to checkers, chess. 15x19-in. plastic case. Rule booklet.
3 N 2853—Wt. 6 lbs.. $8.99

Kiri-gami Kit. Delicate designs, figures by cutting, folding Kiri-gami paper. Safety scissors, idea book.
3 N 674—Wt. 1 lb. 4 oz . $1.97

Origami Kit. Fold special paper (incl.). For colorful animals. Design, idea book.
3 N 957—Wt. 1 lb. 8 oz.$1.77

Kiri-gami Origami Set. Both kits at left plus materials for Origami mobiles and other fold and cut projects. Colored paper, safety scissors, colored cord, bamboo sticks, 3 idea books. Wt. 3 lbs. 6 oz.
3 N 675. .... $3.87

Sears continues to bring you the savings resulting from applicable Manufacturers' Federal Excise Tax Reductions

Sears Celebrity-Electric 12

An outstanding typewriter value with its 5 special power-typing features

- There is automatic repeat of xxx, ..., —, ··· *plus* spacing to save you time and effort
- The half-space key lets you type even margins on both sides of the page or squeeze in a missed letter
- Automatic 5-space indenting key for paragraphs or for use all the way across the keyboard
- There's even a 4-color ribbon that lets you type in red, green, blue and black
- The extra-wide 12-inch carriage lets you insert 8½x11-inch sheets horizontally

$149.88

Yes, all these extra features result in a top performing machine. Electric typing produces up to 8 sharp copies. Full-size 88-character keyboard with !, ¼, +, = symbols. Keyset tabulator controls at side of keyboard. Quick-set margins, 1, 2, 3-line and variable spacing and a roller that snaps out for cleaning. Strikingly styled in fashionable Antique White. Die-cast aluminum body, all steel frame. Guaranteed 5 yrs. Vinyl covered all-steel carrying case is charcoal brown. 110-120-v., 60-c. AC only UL listed. Sent freight (rail or truck) or express.

3 N 52071N—Standard Pica type. Wt. 28 lbs. *$8 mo.*... .Cash $149.88
3 N 52072N—Standard Elite type. Wt. 28 lbs. *$8 mo.*....Cash 149.88

Typewriter Guarantees: *1st year.* Return machine if it shows defect in materials or workmanship. We'll repair or replace parts free. (Cleaning, roller, ribbon replacement not incl.). *2nd through 5th yrs.* Return machine if defective in materials. We'll replace defective parts and charge for labor only. (Cleaning, roller, ribbon or motor replacement not incl.).

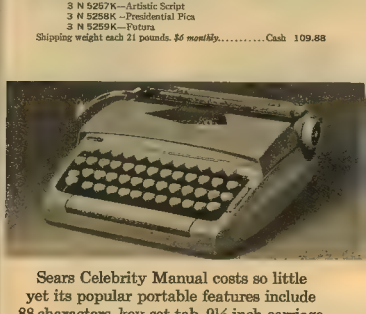
The New Citation 12 has a BIG 12-in. carriage *plus* Page-Gage, Key-set tab, 88 characters

$104.88 *standard pica or elite*

Its steel frame and die-cast aluminum body are lightweight, yet so tough you can actually stand on it! The finish is so durable it even resists cigarette burns, wipes clean. Office size keyboard includes !, ¼, +, =. Tabulator operates entire width of carriage. Roller snaps out for easy machine cleaning. Margins set with a flick of your finger. Touch adjustment feature lets you regulate typing for light or heavy touch. Auto. and manual ribbon reverse. Willow green baked-on finish. Charcoal brown vinyl-covered all-steel carrying case with a double latch and lock incl. 5-yr. guarantee.

3 N 5255K Standard Pica type
3 N 5256K—Standard Elite type
Shipping weight each 21 pounds. *$5 monthly*.....Cash $104.88

3 N 5257K—Artistic Script
3 N 5258K—Presidential Pica
3 N 5259K—Futura
Shipping weight each 21 pounds. *$6 monthly*.....Cash 109.88



Sears Celebrity Manual costs so little yet its popular portable features include 88 characters, key-set tab, 9½-inch carriage

$79.88 *standard pica or extra*

Full office-size keyboard includes ¼, +, =, and !. Carriage has full length erasing table for quick erasures. Set and clear tabulator from keyboard. Snap-out roller makes cleaning easy. Automatic line retainer. Touch selector. Page-Gage. Black and red ribbon (except artistic script). Die-cast aluminum body, all-steel frame. Antique White finish on machine. Charcoal-color vinyl covered all steel case incl. 5-year guarantee.

3 N 5325C -Standard Pica
3 N 5326C—Standard Elite
Shipping weight 20 pounds. *$5 monthly*.....Cash $79.88

3 N 5327C—Artistic Script
Shipping weight 20 pounds. *$5 monthly*.....Cash 84.88

No Money Down on anything Sears sells

SEE PAGE 268

Sears Celebrity-Electric 12

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- There is automatic repeat of xxx, ..., —, ··· *plus* spacing to save you time and effort
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3 N 52072N—Standard Elite type. Wt. 28 lbs. *$8 mo.*....Cash 149.88

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$104.88 *standard pica or elite*

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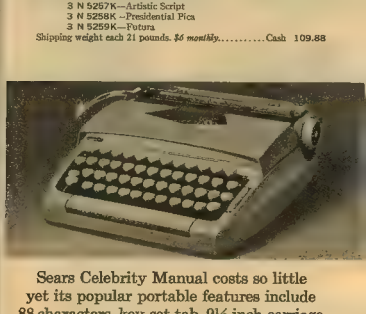
3 N 5255K Standard Pica type
3 N 5256K—Standard Elite type
Shipping weight each 21 pounds. *$5 monthly*.....Cash $104.88

3 N 5257K—Artistic Script
3 N 5258K—Presidential Pica
3 N 5259K—Futura
Shipping weight each 21 pounds. *$6 monthly*.....Cash 109.88



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3 N 5326C—Standard Elite
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3 N 5229C2—Hers. Std. Elite type. $5 mo. Cash 53.67
3 N 5226C2—His. Std. Pica type. $5 mo. Cash 53.67
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Futura
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SPACE TILT

A real test of skill as you maneuver the ball through the tricky maze

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Made of lacquered hardwood in a natural finish. 9x11-in. sandalwood plywood playing field. Includes 2 steel balls, complete rules.
3 N 2847—Shpg. wt. 5 lbs. 5 oz.... $7.85

1 **Tripoley Set.** An easy-to-learn party game with all the suspense and challenge of poker, hearts and Michigan rummy. 2–9 play. Cards, chips. Vinyl 27x27-in. layout.
3 N 2844—Shpg. wt. 1 lb. 7 oz.....$2.65

2 **Spare-time Bowling Game.** You can roll strikes, spares, splits—with dice! Ten 5½-in. dice, 7-inch shaker, stylus, magic slate scoreboard, rules.
3 N 2841—Shpg. wt. 7 oz.....$1.65
Extra scorepads for Bowling Game (2).
3 N 2865—Shpg. wt. 7 oz.....88c

3 **Yahtzee.** Makes thinking fun. Roll 5 dice, put score in any of 13 scoring boxes. Dice cup, 2 pencils, pad, 20 bonus chips.
3 N 2868—Wt. 1 lb. 2 oz.....$1.65
3N2862–Pads for (3) above. Wt. 10 oz. 88c

4 **Liar's Poker.** The honest party game that makes cheating legal. Cards, chips, instr
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Family Game Chest **$8.99**

10¼-in. plastic roulette wheel, 22x10½-in green felt roulette pad reverses for horse race game. 150 chips, 6 horses, 5 dice, cup, checkers, chessmen —all plastic. Wood dominoes. Chinese-checker board reverses to checkers, chess. 15x19-in. plastic case. Rule booklet.
3 N 2853—Wt. 6 lbs.. $8.99

Kiri-gami Kit. Delicate designs, figures by cutting, folding Kiri-gami paper. Safety scissors, idea book.
3 N 674—Wt. 1 lb. 4 oz . $1.97

Origami Kit. Fold special paper (incl.). For colorful animals. Design, idea book.
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Kiri-gami Origami Set. Both kits at left plus materials for Origami mobiles and other fold and cut projects. Colored paper, safety scissors, colored cord, bamboo sticks, 3 idea books. Wt. 3 lbs. 6 oz.
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- The extra-wide 12-inch carriage lets you insert 8½x11-inch sheets horizontally

$149.88

Yes, all these extra features result in a top performing machine. Electric typing produces up to 8 sharp copies. Full-size 88-character keyboard with !, 1, +, = symbols. Keyset tabulator controls at side of keyboard. Quick-set margins, 1, 2, 3-line and variable spacing and a roller that snaps out for cleaning. Strikingly styled in fashionable Antique White. Die-cast aluminum body, all-steel frame. Guaranteed 5 yrs. Vinyl-covered all-steel carrying case is charcoal brown. 110–120-v., 60-c. AC only. UL listed. Sent freight (rail or truck) or express.

3 N 52071N—Standard Pica type. Wt. 28 lbs. *$8 mo.*.....Cash $149.88
3 N 52072N—Standard Elite type. Wt. 28 lbs. *$8 mo.*.....Cash 149.88

Typewriter Guarantee: *1st year.* Return machine if it shows defect in materials or workmanship. We'll repair or replace parts free. (Cleaning, roller, ribbon replacement not incl.). *2nd through 5th yrs.* Return machine if defective in materials. We'll replace defective parts and charge for labor only. (Cleaning, roller, ribbon or motor replacement not incl.).

The New Citation 12 has a BIG 12-in. carriage *plus* Page-Gage, Key-set tab, 88 characters

$104.88 standard pica or elite

Its steel frame and die-cast aluminum body are lightweight, yet so tough you can actually stand on it. The finish is so durable it even resists cigarette burns, wipes clean. Office-size keyboard includes !, ¢, + = Tabulator operates entire width of carriage. Roller snaps out for easy machine cleaning. Margins set with a flick of your finger. Touch adjustment feature lets you regulate typing for light or heavy touch. Auto. and manual ribbon reverse. Willow green baked-on finish. Charcoal brown vinyl-covered all-steel carrying case with a double latch and lock incl. 5-yr. guarantee

3 N 5255K—Standard Pica type
3 N 5256K—Standard Elite type
Shipping weight each 21 pounds. *$6 monthly* Cash $104.88

3 N 5257K—Artistic Script
3 N 5258K—Presidential Pica
3 N 5259K—Futura
Shipping weight each 21 pounds. *$6 monthly* Cash 109.88

Sears Celebrity Manual costs so little yet its popular portable features include 88 characters, key-set tab, 9½-inch carriage

$79.88 standard pica or elite

Full office-size keyboard includes !, +, =, and ¢. Carriage has full length erasing table for quick erasures. Set and clear tabulator from keyboard. Snap-out roller makes cleaning easy. Automatic line retainer. Touch selector Page-Gage. Black and red ribbon (except artistic script). Die-cast aluminum body, all-steel frame. Antique White finish on machine. Charcoal-color vinyl-covered all-steel case incl. 5-year guarantee

3 N 5325C Standard Pica
3 N 5326C Standard Elite
Shipping weight 20 pounds. *$5 monthly*..... Cash $79.88

3 N 5327C—Artistic Script
Shipping weight 20 pounds. *$5 monthly*.....Cash 84.88

No Money Down on anything Sears sells

SEE PAGE 268

Save $9.50 when you buy traveling Typewriter with Reference Handbook

$53.67 with Reference Handbook

This off-white featherweight weighs only 14 lbs. in its all-steel case. For "Her" a light blue case; for "Him" case is charcoal brown. 5-stop preset tab, 84 characters. Visual margins. 1, 2-line spacing. 9¾-in. carriage. Plastic body. From England. 5-yr. guarantee. 720-pg. handbook has facts on hundreds of subjects. Imitation leather cover. 7¼x10¼ inches.

With Reference Handbook. Shpg. wt. 18 lbs.

3 N 5228C2—Hers. Std. Pica type. $5 mo. Cash $53.67
3 N 5229C2—Hers. Std. Elite type. $5 mo. Cash 53.67
3 N 5226C2—His. Std. Pica type. $5 mo. Cash 53.67
3 N 5227C2—His. Std. Elite type. $5 mo. Cash 53.67
3 N 1016–Reference Handbook. Wt. 1 lb. 6 oz. 12.50

Without Reference Handbook. Shpg. wt. 16 lbs.

3 N 5308C—Hers. Std. Pica type. $5 mo. . . Cash $50.67
3 N 5309C—Hers. Std. Elite type. $5 mo. . . Cash 50.67
3 N 5274C—His. Std. Pica type. $5 mo. Cash 50.67
3 N 5275C—His. Std. Elite type. $5 mo. . Cash 50.67

Sears Scout for efficiency features at a low price $36.98

Even at this low price you get smart styling, many features. Quick-set visible margins. 84 characters. 9¾-in. carriage, graduated paper bail. Black ribbon, capacity for 2-color ribbon, stencil position. Plastic body, steel frame. Snap-on plastic lid. 5-year guarantee. From England. Shpg. wt. 13 lbs.

3 N 5235C—Standard Pica. $5 mo. . . . Cash $36.98
3 N 5236C—Standard Elite. $5 mo. . . . Cash 36.98

Type styles (actual sizes)

Standard Pica
Standard Elite
Presidential Pica
Futura
Artistic Script

SPACE TILT

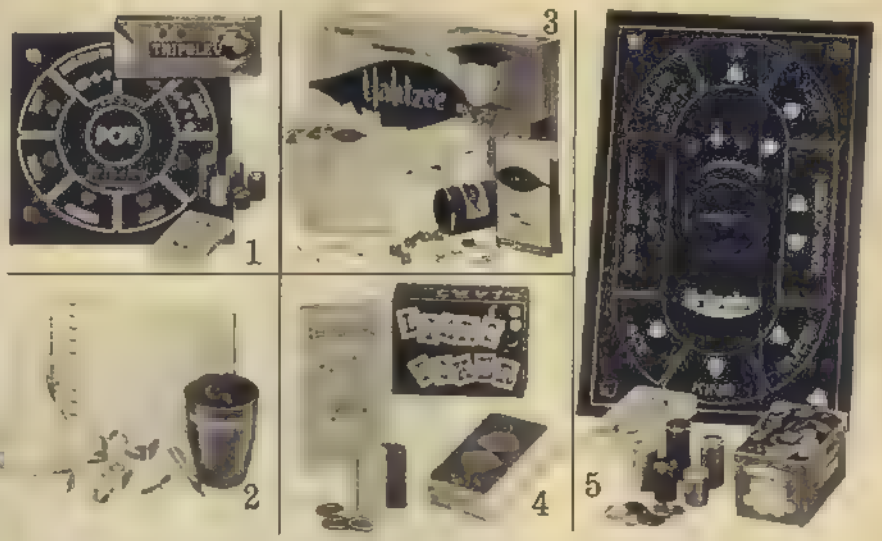
A real test of skill as you maneuver the ball through the tricky maze

$7.85

You manipulate the two control knobs to guide the steel "satellite" ball through the maze . . around corners, past obstructions, down the "safe" path past low-scoring holes and on to the pay-off holes. A high score takes sure hands and steady nerves.

Made of lacquered hardwood in a natural finish. 9x11-in. sandalwood plywood playing field. Includes 2 steel balls, complete rules.

3 N 2847—Shpg. wt. 5 lbs. 5 oz. . . $7.85



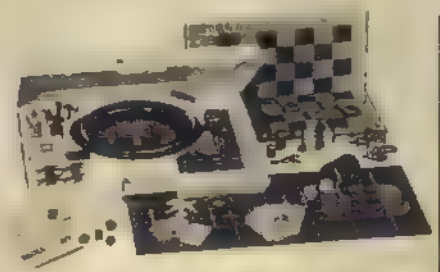
1 Tripoley Set. An easy-to-learn party game with all the suspense and challenge of poker, hearts and Michigan rummy. 2–9 play. Cards, chips. Vinyl 27x27-in. layout.
3 N 2844—Shpg. wt. 1 lb. 7 oz. . . . $2.65

2 Spare-time Bowling Game. You can roll strikes, spares, splits—with dice! Ten ⅝-in. dice, 7-inch shaker, stylus, magic slate scoreboard, rules.
3 N 2841—Shpg. wt. 7 oz. $1.65
Extra scorepads for Bowling Game (2).
3 N 2865—Shpg. wt. 7 oz. 88c

3 Yahtzee. Makes thinking fun. Roll 5 dice, put score in any of 13 scoring boxes. Dice cup, 2 pencils, pad, 20 bonus chips.
3 N 2868—Wt. 1 lb. 2 oz. $1.65
3N2862 Pads for (3) above. Wt. 10 oz. 88c

4 Liar's Poker. The honest party game that makes cheating legal. Cards, chips, instr
3 N 888—Shpg. wt. 1 lb. 1 oz. $1.77

5 Giant Tripoley. 2–9 players. 27x42 in. Vinyl backed by foam rubber. Silk-screen, gold-color markings. Cards, chips, rules.
3 N 192C—Shpg. wt. 2 lbs. $6.57



Family Game Chest $8.99

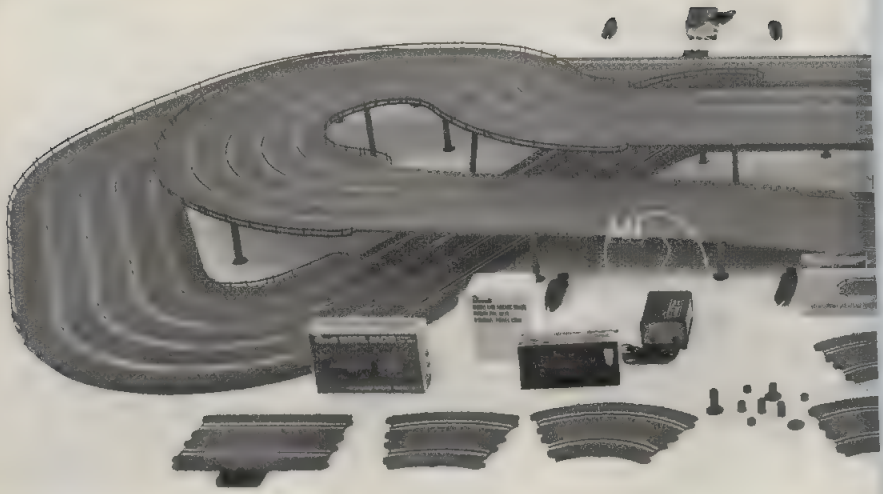
10½-in. plastic roulette wheel. 22x10½-in. green felt roulette pad reverses for horse race game. 150 chips, 6 horses, 5 dice, cup, checkers, chessmen —all plastic. Wood dominoes. Chinese-checker board reverses to checkers, chess. 15x19-in. plastic case. Rule booklet.
3 N 2853—Wt. 4 lbs. $8.99

Kiri-gami Kit. Delicate designs, figures by cutting, folding Kiri-gami paper. Safety scissors, idea book.
3 N 674–Wt. 1 lb. 4 oz. $1.97

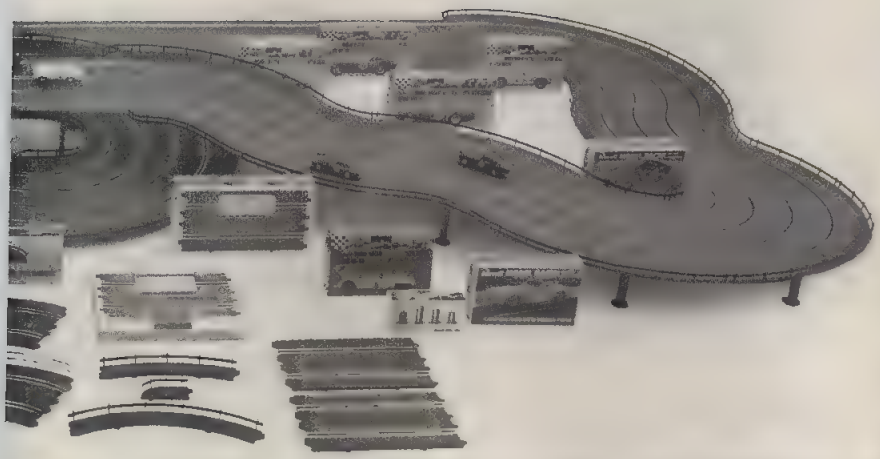
Origami Kit. Fold special paper (incl.). For colorful animals. Design, idea book.
3 N 957—Wt. 1 lb. 8 oz. $1.77

Kiri-gami Origami Set. Both kits at left plus materials for Origami mobiles and other fold and cut projects. Colored paper, safety scissors, colored cord, bamboo sticks, 3 idea books. Wt. 3 lbs. 6 oz
3 N 675. . . . . $3.87

Sears continues to bring you the savings resulting from applicable Manufacturers' Federal Excise Tax Reductions



How to make $50 on a $30 sale



REVELL HOME RACING SYSTEMS CREATE REPEAT BUSINESS

Selling a Revell Home Raceway Set is just the beginning—the beginning of a hobby that means repeat business and profits for you. The customer who purchases a Revell Raceway for $30 (or $40 or $55 or $60 or $100) has the start of an expandable system. This expandable system of carefully designed interchangeable components means the enthusiast can add or change track layouts as he wishes. And this means extra sales for you of track, cars and accessories! □ **Race both 1/24 and 1/32 scale cars on Revell System**...the popular 1/24 scale cars, raced on the commercial raceway, can now be raced on Revell Home Sets. This is possible with the release of new track apron sections. The system can be expanded as interest grows—and so do your repeat sales! Just keep score on that original $30 sale! □ There's a big promotion and advertising campaign to back up Revell Raceways as a System...window displays, banners, merchandisers, point of purchase displays, consumer catalogs, package inserts, track layout booklets and racing handbook. Double page spreads in Boys' Life, hobby and model magazines introduce the exciting new concept in home racing. Write today for more information on continuing sales and profits with Revell Home Raceway Sets and the Revell System.

THE ENDURO	$ 30
THE GRAN TURISMO	$ 40
THE EUROPA	$ 55
THE ATLANTICA	$ 60
THE AMERICANA	$100

See the Revell Home Raceway System in the new Howard Hawks-Paramount picture "Red Line 7000." □ Promote "The Go Sound of the Slots!", Reprise recording featuring the Revells with the sound, music, and language of slot car racing.

REVELL, INC., 4223 Glencoe Avenue, Venice, California

Revell
Authentic Kits

Flame-Resistant Vinyl Trees

Big 7½-ft. tree, full and plump with 3-ply heavy-gauge vinyl needles. 23 strong wood dowel branches . . each made like an individual tree

$27.95

7 foot Tree with 19 wire bound branches

$17.49

1 Branches fold for easy assembly, take down for storage.

7½ feet tall. 23 branch trees. Base over 6 ft. wide
71N95096L Green, white tips 71N95095L Blue-green
Shipping weight 33 pounds $27.95

6 feet tall. 18 branch trees. Base over 5 ft. wide
71N95068L Green, white tips 71N95094L Blue-green
Shipping weight 14 pounds $19.29

4½ feet tall. 10 branch trees. Base over 4 ft. wide
71N95084L Green, white tips 71N95081L Blue-green
Shipping weight 9 pounds $12.49

Revolving Musical Tree Holder. Universal 115 volt 60 cycle A.C.
71N92040 Shipping weight 5 pounds $17.79

2 7 foot tree. Green 3-ply vinyl 19 wire-bound tree branches. Each male branch has a tree [illegible]
Easy-to-set-up fold-flat base.
Shpg. wt. 11 lbs.
71N95070L $17.49

Note Trees with tree stands sold on page 389

Heavy-Branched Flocked Aluminum Tree

$19.95

3 White Flocked. Beautifully proportioned. 7 ft. high, 81 branches. Flame resistant. Branches with crush resistant [illegible] needles. Thick white flocking won't mat, stays full and fluffy. Branches fit into drilled trunk. Comes with plain metal stand. Stand shown sold below. Sent unassembled by freight or [illegible], or express.
71N95092N –Shipping weight 19 pounds $19.95

4-foot size tree. 31 branches
71N95091L Shipping weight 10 pounds 9.59

4 [illegible] tapered branches. Needles resist [illegible] and mechanical [illegible]. Fireproof. Branches [illegible] drilled holes. 4 in needles, graduated branches. Has plain metal stand. (Not stand shown)
71N95260L 7 ft. high, 154 branches. Shpg. wt. 12 lbs. . . $18.29
71N95261L 6 ft. high, 100 branches. Shpg. wt. 8 lbs. . . . 11.29
71N95262 4 ft. high, 41 branches. Shpg. wt. 3 lbs. 8 oz. . . . 4.39
71N95263 2½ ft. high, 19 branches. Shpg. wt. 2 lbs. 2.49

71N92041 **Revolving Musical Tree holder.** Wt. 9 lbs. . . . $18.49
71N92039 **Revolving Tree Holder.** Shpg. wt. 5 lbs. 9.29

So natural-looking you'll want to touch this tree to see if it's real

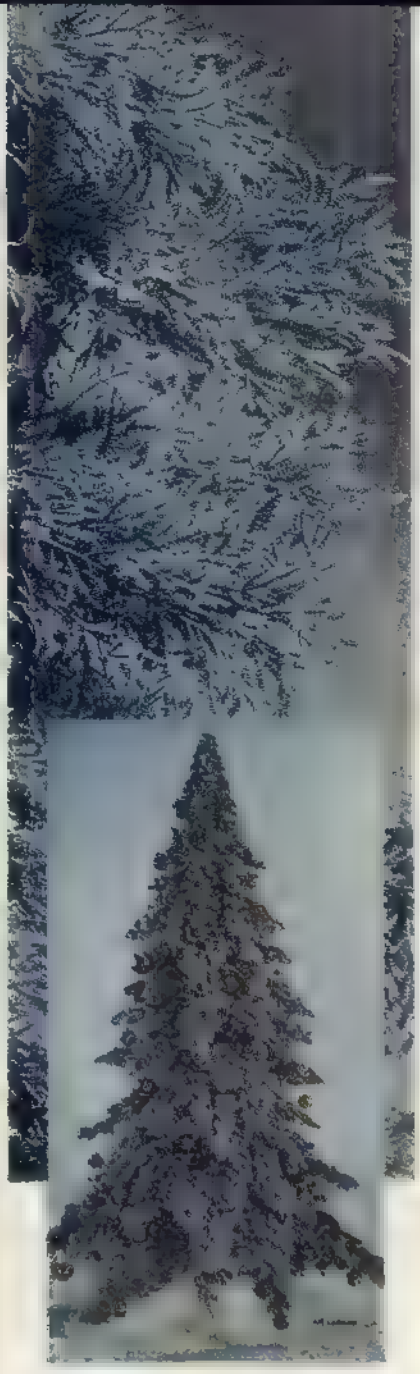
Never before have we offered an artificial tree that so closely duplicates the color, the shape, the beauty of a forest-grown pine. The secret – we used *flat* needles inserted into each branch at a *natural angle*

$19.59

These stately PVC* trees belong in a lot more than your living room. Flame resistant PVC* trees last year after year. Needles a full 4 in. long even cover trunks of trees. Stand is clutch. Skirt sold below. Each of all our trees to cover. Pole. Shipped partially assembled.

71 N 95250N 7 ft. high, 67 branches. Shpg. wt. 20 lbs. $19.59
71 N 95251L 4 ft. high, 36 branches. Shpg. wt. 9 lbs. 9.79

Red Skirt. Cotton flannel, 36 in. finish diameter.
71 N 97251 Shpg. wt. 1 lb. 4 oz. $1.79



"Blue Cedar"

$34.95 7-foot

Simply elegant... superbly detailed with thirsty needles for bouncy branches, intricate design.

Stands a full 7 feet high in breathtaking splendor. Delicate polyethylene needles shimmer in beauty. Crafted in Hong Kong. Flame stand included. Skirt sold below.

71 N 95177L—Shpg. wt. 21 lbs. $34.95

Sparkl Tex Tree Skirt. Flameproof cotton wadding with aluminum sparkles. 56 in.
71 N 93354 Shpg. wt. 4 oz. . . 73c

Shipping Note for both pages

All trees sent unassembled unless otherwise noted. "N" items (as 71 N 95250N) are sent by freight (rail or truck) or express.

"Scotch Pine"

$23.95 7½ ft.

That real "North Woods" look... 3½ inch PVC* needles.

1 Nourished needles... special lock... sturdy... construction. Fireproof. Skirt unassembled.

7½ ft. high, 66 branches.
71 N 95255N—Wt. 25 lbs. $23.95

6 ft. high, 42 branches.
71 N 95257N—Wt. 15 lbs.. 15.29

4 ft. 12 branches, 3 in. needle.
71 N 95258L—Wt. 10 lbs. $8.59

2 7 ft. high, 51 branches. Mat sold separately below.
71 N 95256L Wt. 20 lbs. $18.29

Decor-Tex Tree Mat... flame resistant cotton. Pretty design. 14x64 inches.
71 N 93352 Wt. 4 oz. . . . 44c

No Money Down on anything Sears sells

Push-button Marionettes . . simple to operate

$2.79 each

Control keys on the plastic paddle produce comic actions. Molded vinyl heads, cotton stuffed bodies. 12 in. tall. Shpg. wt. each 12 oz.

(17) 49 N 6126—Troll $2.79
(18) 49 N 6120—Witch 2.79
(19) 49 N 6198—Bozo 2.79
(20) 49 N 6197—Alvin. 2.79

Storybook

Pelham Puppets

Hand-crafted in England to make favorite characters come to life

$5.89 to $6.99

World-famous marionettes fully jointed for maximum action . . dance, run, hop, skip, wave their arms as you move strings. Crossbar keeps strings tangle-free. Wood, hand detailed and costumed. With instructions. Ages 8 up.

Key	Catalog Number	Character	Height	Shpg. wt. Lbs.	Shpg. wt. Oz.	Pr ea
1	49 N 6181	Pinocchio	12 in.	1		$6.99
2	49 N 6179	Goldilocks	10 in.		12	5.89
3	49 N 6180	Red Riding Hood	12 in.	1		5.89
4	49 N 6186	Wolf	14 in.	1	6	6.99
5	49 N 6142	Wicked Witch	12 in.	1		6.99
6	49 N 6135	Cinderella	12 in.	1		6.99
7	49 N 6183	Gretel	12 in.	1		6.99
8	49 N 6182	Hansel	12 in.	1		6.99
9	49 N 6177	Clown	12 in.	1		5.89
10	49 N 6141	Horse	12 in.	1		5.89
11	49 N 6176	Mitzi	12 in.	1		5.89
12	49 N 6175	Fritz	12 in.	1		5.89

From England . . swingin' puppet trio has a real beat act

Pop Singers by Pelham

$7.99 each

Pull the strings, and man . . these puppets will swing with the best of your favorite Pop records. Fully jointed wood for life-like action, have 'way out haircuts and costumes that are really "with it." About 12 in. tall.

(13) 49 N 6127—With Guitar
(14) 49 N 6128—With Drumsticks
(15) 49 N 6129—With "Sax"
Shpg. wt. 1 lb. Each $7.99

16 Drum Set. Wt. 2 lbs. 12 oz. 49 N 6140 . . . . $5.19

Our simplest Puppets $2.99 each

Even toddlers can work the one-hand paddle control for life-like animation. Control, hands, feet molded of durable plastic. Molded vinyl heads. 12 in.

(21) 49 N 6144—Pinocchio
(22) 49 N 6132—Popeye
(23) 49 N 6130—Jiminy Cricket
(24) 49 N 6131—Mickey Mouse
Shpg. wt. ea. 10 oz . Each $2.99

Mattel's Talking Hand Puppets

each $3.99

Pull the Chatty ring . . hear puppets' comic phrases. You never know what they'll say next. No batteries required . . and you can make their mouths move as they talk.

1 **Bugs Bunny.** Vinyl face, fluffy plush body. 15 in. to ears.
49 N 6174—Shipping weight 1 pound 4 ounces..... $3.99

2 **Woody Woodpecker.** Vinyl head, soft cloth body. 15 in
49 N 6162 Shipping weight 1 pound 4 ounces.... $3.99

3 **Porky Pig.** Vinyl head, soft cloth body. 12 in. tall.
49 N 6145 Shipping weight 1 pound 4 ounces.. 3.99

4 **Mr. Ed.** Vinyl head, plush body, yarn mane. 12½ in.
49 N 6172—Shipping weight 1 pound 4 ounces..... 3.99

Musical Winnie the Pooh Hand Puppet

$4.19

5 Lovable bear now a Walt Disney puppet of apricot plush Plays nursery tune on Swiss music box when string is pulled. Cotton-stuffed head, big black eyes. 14 in.
49 N 6118—Wt. 1 lb. 2 oz. $4.19

Winnie the Pooh and Tigger Hand Puppets

$2.77 each

Tame fellows by Walt Disney have cotton stuffed heads. 14 in. tall.

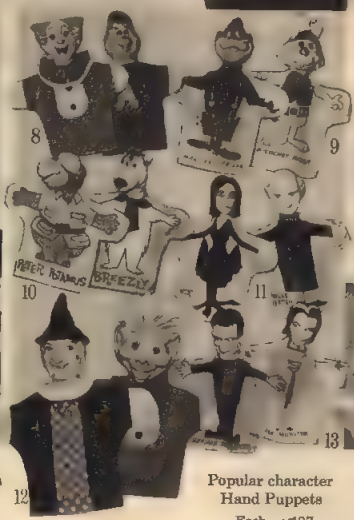
6 **Tigger.** Gold and black plush.
49 N 6116—Wt. 12 oz. $2.77

7 **Pooh Bear.** Apricot plush.
49 N 6115—Wt. 12 oz. $2.77

Puppet Theater converts to Marionette Stage

$4.94

Theater of sturdy reinforced fiberboard is colorfully printed in red and blue on white background. Plastic curtain hangs from top for use with performing marionettes. Shift curtain to bottom . . and there's a puppet stage. 5 feet tall . lots of room for young puppeteers to work Unassembled. Puppets not included
79 N 6203C -Wt. 9 lbs. . $4.94



Popular character Hand Puppets

Each
Set of 2 $1.87

More fun than ever because they come in pairs. Favorite story and TV characters have brightly colored cotton bodies, soft vinyl heads. Comic performers 10 inches high

(8) 49 N 6147—Bozo and Alvin
(9) 49 N 6107—Magilla and Ricochet Rabbit
(10) 49 N 6110—Peter Potamus and Breezly
(11) 49 N 6109—Morticia and Uncle Fester
(12) 49 N 6146 Witch and Troll
(13) 49 N 6108 -Herman and Lily Munster
Shipping weight set 8 ounces.....Set of 2, $1.87

Ventriloquist Dummies

$5.89 and $6.94

Like the ones professional performers use. Jerry and Danny, the saucy dummies you've seen have strings you pull to make them "talk". Learn to "throw" your voice, using the record below to learn how it's done. Fully clothed, with vinyl heads, cotton stuffed bodies. Instructions.

14 **Danny O'Day.** About 30 inches tall.
49 N 6158 Shpg. wt. 3 lbs $6 94

15 **Jerry Mahoney.** About 24 inches tall.
49 N 6157 Shpg. wt. 2 lbs. 8 oz..... 5.89

33⅓ rpm Record and Skit Book by Jimmy Nelson
49 N 6204—Wt. 1 lb. . . . $2.89

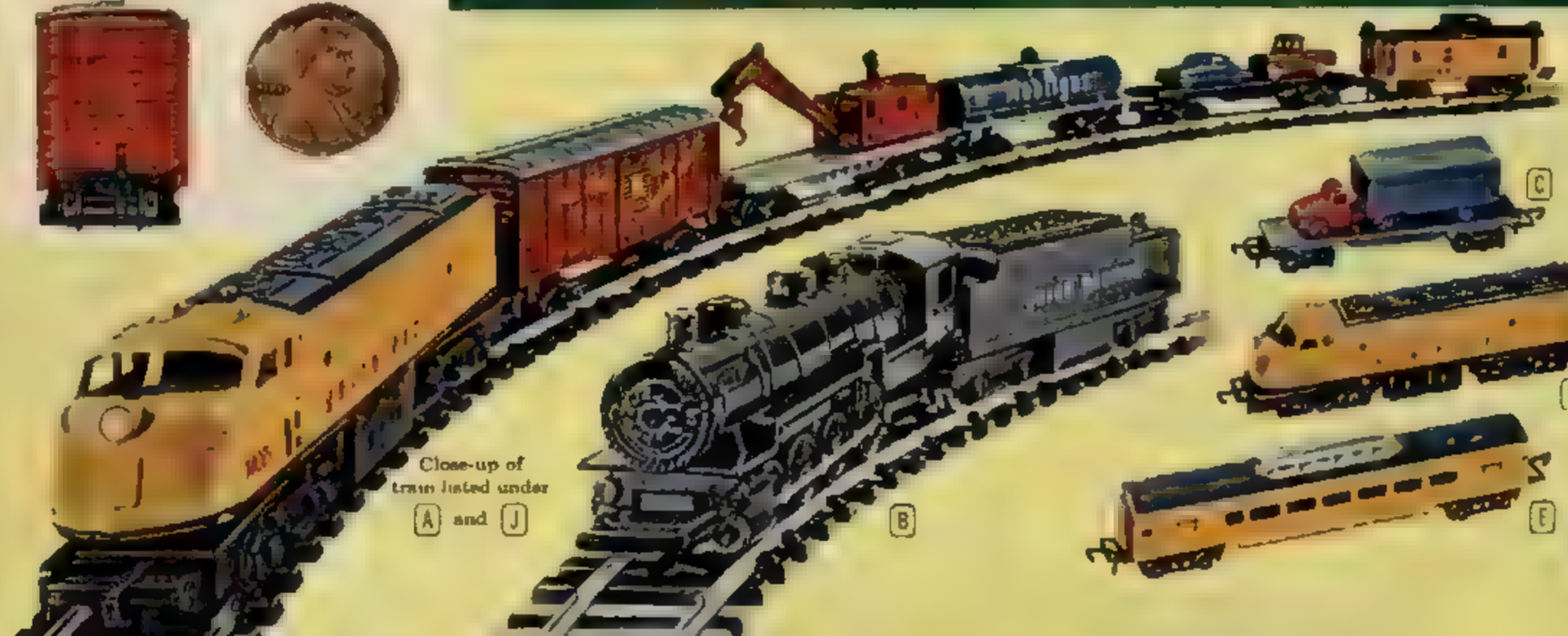
A Talk of the Town VALUE

266 WARDS ALL

A

TREBLE-O

NOT MUCH LARGER THAN A PENNY



Close-up of train listed under A and J

B

C

D

E

F

5-Pc. Community Building Set

Tiny Treble-O Gauge Electric Trains

A COMPLETE RAILROAD LAYOUT ON A CARD TABLE!

The newest, smallest trains on the market—made by Lone Star of England. Lay same track mileage as HO in one-fourth the space. Authentically scaled die-cast metal cars with self-couplers; realistic accessories. Powerful electric Union Pacific locomotive with drive to all four axles, weighted for track holding, brass wheels. Pulls heavy loads. Remote control electric switches, steam locomotive, rolling stock, scale houses, vehicles, extendable scenic layout boards available. Read about the Treble-O's "unlimited possibilities for originality" in the *Model Railroader*.

(A) COMPLETE MODEL RAILROAD SET consists of Deluxe Train Set (see I below) Suburban Building Set and Train Layout Board. SUBURBAN BUILDING SET (see (H) below) has 3 houses, RR station, inn, trees, telephone poles, school bus, trucks, cars and people. TRAIN LAYOUT BOARD of expanded styrene contains bridge, trestles, [illegible], etc. accommodates [illegible] track. Abt. 44x32 in. Order Power Pack at right or use any HO Power Pack. Ship. Wt., Truck or Exp.

48 T 3014 R—Ship. wt. 14 lbs. ..... Complete **$27.88**

48 T 3015 R—TRAIN LAYOUT BOARD. Order Nos. for track [illegible] Deluxe Train Set or Basic Train Set. Complete directions show how to put two layouts together with sets of switches (see (E) below). Ship. wt. 8 oz. 8 oz. ..... Each **$14.95**

48 T 3019—SUBURBAN BUILDING SET. Wt. 1 lb. 8 oz. **$4.49**

(B) to (E) TREBLE-O GAUGE ROLLING STOCK

Item	Cat. No.	Wt.	Price
(B) Steam Locomotive	48T3001	9 oz.	$6.49
(C) Box Car Piggy-back Truck	48T3028	5 oz.	1.00
(D) Diesel Locomotive	48T3004	8 oz.	4.95
[illegible] Dump	48T3015	5 oz.	1.00
NOT SHOWN Passenger Coach	48T3005	4 oz.	1.00
UP Dummy Diesel Locomotive	48T3024	5 oz.	1.49
Box Car	48T3007	4 oz.	1.00
Crane Derrick Car	48T3008	4 oz.	1.00
Automobile Car, 2 Autos	48T3009	4 oz.	1.00
Tanker Car	48T3010	4 oz.	1.00
Caboose	48T3011	4 oz.	1.00

4 AMP POWER PACK. Forward and reverse. Circuit breaker. 12 v. DC. 2 AC. plugs for accessories.

48 T 3041—Ship. wt. 1 lb. 8 oz. **$3.95**

TREBLE-O GAUGE ACCESSORY SETS

(F) COMMUNITY BUILDING SET. Engine shed, fire station, fire engine, station house, church will add realism to your layout.

48 T 3020—Ship. wt. 1 lb. **$2.88**

48 T 3042—Freight Station with platform extension. Wt. 8 oz. .. **1.29**

48 T 3043—Switch Tower, 2 signals, Footbridge. Ship. wt. 4 oz. **1.00**

48 T 3044—Bridge with two piers. Ship. wt. 6 oz. **65c**

Trestle Sets. 6 graduated piers, 7 connecting spans. Wt. set 1 lb.

48 T 3045—Straight Set **$1.00** 48 T 3046—Curved Set **$1.00**

48 T 3047—Realistic Tunnel for single and double track. Wt. 4 oz. **79c**

48 T 3048—Telephone Set. Poles, fence, trees. Wt. 3 oz. **$1.00**

48 T 3049—Track Terminal with wires, 2 brass and 2 insulating fish plates for uncoupling switches and crossovers. 5 rubber drive bands. 10 track clips. Ship. wt. 3 oz. Set **95c**

48 T 3022—Car Pack. 3 sedans, 2 trucks. Wt. 5 oz. **$1.00**

TREBLE-O TRACK, SWITCHES, CROSSOVERS

Remote Control Switches. Ship. wt. 6 oz.

48 T 3058—Left Hand Switch ..... Each **$2.79**

48 T 3059—Right Hand Switch ..... Each **2.79**

48 T 3035—Straight Track Set. 2 full, 2 half track. Ship. wt. 3 oz. Set **$1.00**

48 T 3036—Curved Track Set. 2 full, 2 half track. Ship. wt. 3 oz. Set **$1.00**

48 T 3034—L H Manual Switch. Wt. 4 oz. **1.29**

48 T 3038—R H Manual Switch. Wt. 4 oz. **1.29**

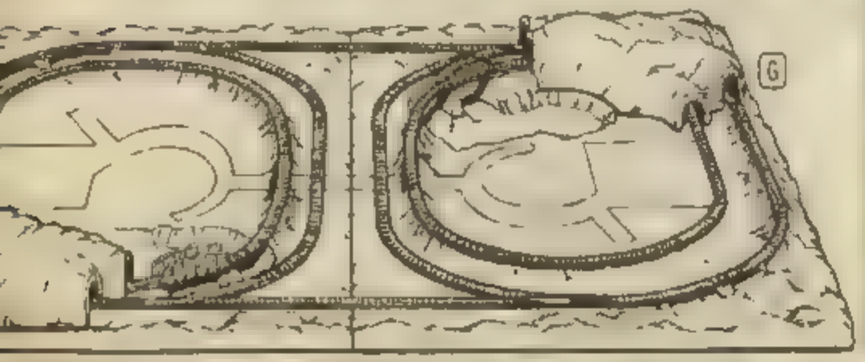
48 T 3039—L H Crossover. Ship. wt. 4 oz. **1.00**

48 T 3040—R H Crossover. Ship. wt. 4 oz. **1.00**

48 T 3041—Set with rerailer, uncoupler, 3 dead end bumpers (one lever, crossing with guides for rerailer). Ship. wt. 3 oz. Set **$1.29**

Double the Size of Your Layout

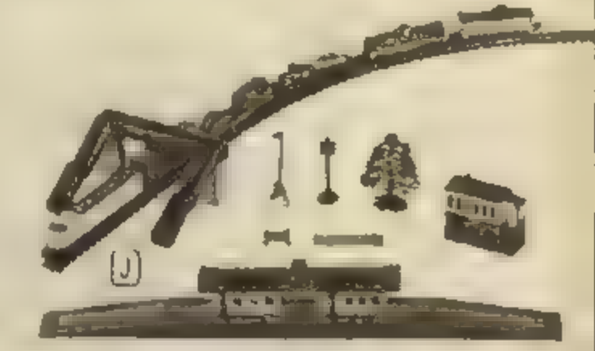
Put Two Train Layout Boards Together with Switches



Deluxe Train Set $13.95

(J) DELUXE TRAIN SET, ACCESSORIES. Union Pacific Diesel Locomotive, Box Car, Tanker, Crane Car, Automobile Car, Caboose. 8 curved track, 1 full straight track, 1 half-length straight track, 1 half-rerailer. Freight Station, tower, 2 signals, telephone poles, fencing, footbridge, trees. Leads, terminal included. Track abt. 35x24 in. Use power pack above or any HO power pack.

48T3017—Ship. wt. 4 lbs. **$13.95**



BASIC 267

Battery Operated HO Train Set with a Complete Village $2.95

Train goes round on a colorful landscaped vinyl layout board. Diesel engine pulls a gondola, box-car and caboose—train runs forward or in reverse. Entire village with realistic accessories create a small town atmosphere. Cardboard buildings snap together. Plastic figures, signals, lights, cross bar and 2 autos included. Train 25 in. long, board 28½ in. square. Order 2 "AA" Penlite batteries.

48 T 3095 M—Ship. wt. 2 lbs. 5 oz. **$2.95**

48T2342X—"AA" BATTERIES. Wt. 2 oz. Each **13c**; 4 for **45c**

Basic Battery Operated HO Train Set with Track $4.69

Train runs forward or in reverse. Consists of a diesel-type locomotive, gondola, box-car and caboose all in bright plastic. Abt. 26 in. long. 12 section curved track, 1 half section straight track and 1 half section rerailer-terminal track. Also included is a battery housing designed as a station complete with necessary wiring. Needs 3 "D" cell batteries, order below.

48 T 3098—Ship. Wt. 2 lbs. 4 oz. **$4.69**

48 T 2339 X—"D" Cell Batteries. Ship. wt. 4 oz. Each..... **21c**; 4 for **79c**

battery-operated Easy-Show Projector by Kenner

includes 6 movies of your TV favorites . . . show them again and again without threading or rewinding

1 69

Pick your target and fire a film!

2 3 33

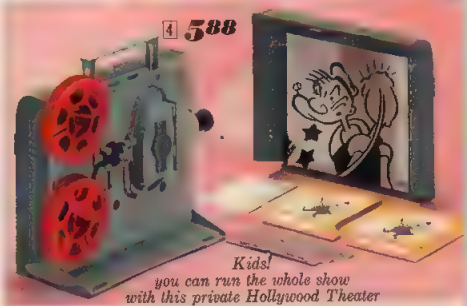
Each film strip has 29 full color scenes that project anywhere you aim

Projects an image up to 4 feet square

Kenner's Give-A-Show

Project kaleidoscope "movies", enjoy 168 different slides or make your own . . . in color

3 5 44



4 5 88

Kids! you can run the whole show with this private Hollywood Theater

Projects almost anything

5 5 88

The whole family will enjoy the movies you show on the TV Movie Projector

6 12 88

Your complete cartoon theater

7 7 99

It's so easy . . .
no rewinding necessary
continuous loop film
cartridges of exciting shows

1 EASY-SHOW PROJECTOR. Simplified operation allows any child to load and operate—shows movies without threading and repeats without rewinding. Snap in film cartridge and turn handle—the film runs in a continuous loop. 3 film cartridges—each with 2 movies of TV favorites. Run them forwards or backwards—fast or slow—for hilarious effects. Uses 3 "D" batteries (not included—order on page 372).
X 924-3171 A—Shpg. wt. 2 lbs. 8 oz. . . **4.69**

Just pull the trigger . . .
flash a film wherever you want

2 FLASHY FLICKERS. Wow! It's shaped like a gun, but it's really a full-color film projector. Just aim and "fire"—you can project films on walls, ceilings, anywhere at all. Projector-gun is a big 15 in. long. Comes with 4 films of your favorite comic strip characters—each full-color film strip has 29 scenes. Operates on 3 "D" batteries (not included—order on page 372)
X 924-3189 A—Shpg. wt. 1 lb. 6 oz. . . **3.33**

3 DELUXE GIVE-A-SHOW PROJECTOR OUTFIT. Show 168 full-color slides or make your own. It's so simple—just snap the switch and pull slides through plastic projector. See 24 TV favorites: Flintstones, Huckleberry Hound, Quick-Draw McGraw, and all their friends. Draw and project your own shows in color on 14 clear, reusable slides with green, black, and red coloring pencils. You get all this plus 4 kaleidoscope fills strips and lens with focusing tube. 2½ in. long. Uses 3 "D" batteries (not incl.—order on page 372).
X 923-6829 A—Shpg. wt. 2 lbs. 4 oz. . . **5.44**
Same, but with 112 slides, 16 shows. Drawing and kaleidoscope extras are not included.
X 923-6837 A—Shpg. wt. 1 lb. 6 oz. . . **3.77**

4 HOLLYWOOD MOVIE THEATER. Here's everything you need to manage your own motion picture theater. Hand out admission tickets—use the authentic-looking manager's card. Includes 8 mm. plastic projector with manual crank rewind. Clear white screen. Two 25 ft. film reels, one take-up reel. Instructions. Uses 2 "D" batteries (not included—order on page 372).
X 923-6860 A—Shpg. wt. 2 lbs. 8 oz. . . **5.88**
Extra films, 1 cartoon, 1 western, 1 comedy
X 923-6878 A—Wt. 3 oz. . . 1 pkg. of 3, **2.77**

5 KENNER'S SUPER-SHOW PROJECTOR. Project toys, pictures, coins, models, cartoons—anything that fits the 36 sq. in. play area beneath the projector. Images are sharp and clear. Made of high-impact plastic. Metal legs. 14 in. long. Includes curtain. Uses 100-watt bulb (not included) 110–120 volts, AC.
X 923-6845 A—Shpg. wt. 5 lbs. 6 oz. **5.88**

6 TV-X PROJECTOR. Looks just like a portable television set—but, it's an 8 mm. projector that works like a professional model. Fun for youngsters and the whole family too! Shows your own black and white and color films. Loads easily in rear. Separate switches for motor and projection light. Comes with crank handle, 2 extra bulbs and feed reel. High impact plastic with steel gray finish. With complete instructions. Operates on 6 "D" batteries (not included—order on page 372)
X 924-3155 A—Shpg. wt. 4 lbs. 2 oz. . **12.88**
Extra films for TV-X. 3 25-ft. reels. Abbott and Costello, Woody Woodpecker, Fun at the Circus.
X 924-3163 A—Wt. 5 oz. . . 1 pkg. of 3, **2.99**

7 PROJECT-A-PIX THEATER. See Donald Duck, Mickey Mouse, Pluto, Bambi, and other Walt Disney characters on 20 full-color story cards. 140 pictures in all. 30-watt electric projector plugs into standard household outlet—no batteries to buy. Projects big, bright, sharply detailed picture on 11½ in. x 14½ in. Tru-D, brilliant image screen. Youngsters can "preview" story cards with sturdy plastic viewer included. 110–120 volts, AC.
X 924-3866 A—Shpg. wt. 2 lbs. 4 oz. . . **7.99**

Use this catalog to order TOYS till Sept. 20, 1966

only **9.99**

Types anything from A to Z plus numbers, fractions, punctuation marks —the characters you need

- Die-cut letters for sharp, clear type
- Carriage return lever—just like the real thing!
- Contoured keys—easy to use

MODERN JUNIOR TYPEWRITER. It's fun to do homework when you can type. Die-cast metal keys type all letters of the alphabet, numerals, and various punctuation marks clearly, cleanly. Until has "grown-up" extras like a paper advance, ribbon return, and line spacer. The carriage return makes for real speed. 11 x 11 x 4¾-in. streamlined plastic housing. With ribbon/instructions.
X 923-1721 A—Shipping weight 8 lbs. . . . **9.99**

As above but with handsome simulated alligator case.
X 923-1879 A—Shipping weight 9 lbs. . **11.99**
X 924-3148 A—Ribbon. 3 oz. Ea **69c**

fine British craftsmanship

1944

219

PETITE DELUXE TYPEWRITER. Not just a toy but a real typewriter for young people who want to do their best. Types small and capital letters, numbers, fractions and punctuation marks—80 different characters. Feather-light touch on all keys helps develop real speed. Carriage release has a safety ratchet. End of line bell. Paper release and adjuster. Back spacer. Ribbon reverse. Durable plastic. 10½ x 10¾ x 4½-in. plastic case with lock and key. Imported from England.
X 924-3114 A—Shpg. wt. 6 lbs. **19.44**

TOM THUMB DIAL TYPEWRITER. So easy for young hands to operate. Just set the dial to desired letter—machine types when the corresponding letter on the keyboard is depressed. Standard keyboard has full alphabet, numerals, punctuation marks. Uses regular 8½ x 11 in typing paper and strips of regular size ½ in black ribbon. Made of steel and plastic. Measures 10½ x 7½ x 4½ in. high.
X 923-3396 A—Shpg. wt. 2 lbs. 4 oz. **2.19**

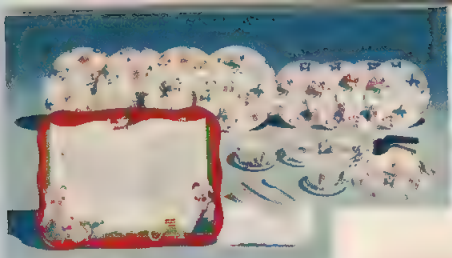
Polish off your typing and homework on this

steel desk and chair set by

Tom Thumb

HANDSOME COMBINATION. Student desk and matching folding chair are just the thing for youngsters doing reports, homework, or letters. The steel frame is finished in beige and has a sturdy, attractively-grained hardwood top. Complete with strong slideout typewriter shelf and 2 large supply drawers. 26 in. tall. Desk measures 16 in. deep x 32 in. long. Semi-available—see page 230 for details.
X 924-1498 A—Shpg. wt. 35 lbs. **15.66**

only **15.66**



34-piece "Storybook" Tea Set. Colorfully decorated metal service shows and tells all about "The Three Little Pigs." Charming set includes 10¼ in. "storybook" tray, teapot too
49 N 902 Shpg wt 1 lb 9 oz. Set $1 97

37-piece Fiesta Plastic Set. Brilliantly colored then set off with silver-color cutlery, butter and cake knives. Includes teapot, sugar bowl, creamer, tumblers, napkins, so she's all set for party time
49 N 956—Shipping weight 1 lb 3 oz. Set $1 97

Complete Service for 4

..including cups, saucers, plates and tableware for your little hostess

ONLY

$1.97 set

Choose from seven patterns

27-piece Breakfast Set. Mechanical metal and plastic toaster pops up ticks like a real one. Gay leaf pattern on metal 10 inch tray, plates, cups, saucers. Plastic pitcher, cutlery
49 N 963 Shpg wt 2 lbs 4 oz Set $1 97

32-piece "First Lady" Tea Set. Stately service for afternoon tea and crumpets with friends and dignitaries. Metal plates, saucers. Plastic cups, goblets, sugar bowl, creamer, teapot, silver look cutlery. Napkins.
49 N 943 Shipping weight 1 lb 10 oz Set $1 97

39-piece Cherry Jubilee Set. Bright pattern on white plastic cup, plates, saucers, serves each. Italian style teapot, creamer, sugar bowl. Butter dish, tumblers. Cutlery.
49 N 960 Shpg wt. 1 lb. 10 oz. Set $1.97

32-piece Aluminum "Electric" Perk Set. Looks like Mom's. Percolator has "electric plug." Chap stick tray lets water. Lasts smooth, safe
49 N 969 – Shpg. wt. 1 lb. Set $1.97

44-piece Soup 'n Sandwich Set. Quaint flower carriage design on white plastic for little lunchers. Soup bowls, luncheon plates, cups, saucers. Even includes soup tureen and ladle. Shakers too
49 N 901—Shipping weight 1 pound. . . . Set $1.97

26-piece Blue Willow China Set

Miniature version of an actual grown up set delights any girl. Traditional Blue Willow oriental design on white . . dainty and feminine. Service for 6 also includes casserole, platter, teapot, sugar bowl, creamer. From Japan. Boxed.
Wt 3 lbs 8 oz
49N932 Set $1 99

Wonder Perk . . just add water and watch it perk

Now she can serve play coffee instantly when small neighbors come calling. No batteries, no winding. Weight of heat makes it perk so it works without heat or wires. Plastic. 6 in. high.
Shpg wt 1 lb
49N942 $1 44

House Party Perk serves 16 cups

Ideal for serving a houseful of friends. Fill, turn spigot and watch it pour. Top removes for refilling. Coated metal container holds any liquid so you can serve milk, tea etc. 9 inches high
Shpg wt 1 lb
49N945 $1 49

Sears knows what little girls like . .

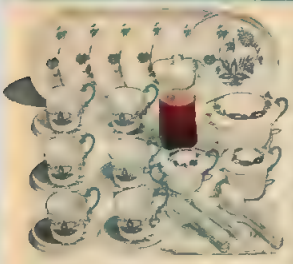
A complete dinner service for 6 including 14 serving pieces—styled to look like Mom's famous-name cookware

Corona Ware

Made of high-impact plastic so it's highly break-resistant

92-piece Set $3.99

Dishes galore to delight the little homemaker. Modern coffee pot with cover and warming stand. Meals go right from stove to table . . 4 servers have clear plastic covers to show food "cooking." Server base, soup ladle, too. Other features for fine dining include 3 serving bowls, 6 casseroles and carafes; fruit bowl, plastic fruit; goblets, salt and pepper shakers.
49 N 946—Shpg. wt. 3 lbs. 4 oz. . . Set $3.99



Coffee "disappears" as you pour

Magic Perc Coffee Set $2.99

Perc magically refills itself when you set it down. Delectable onion design on white lends sparkle to 49-piece plastic service for 6. French style teapot, creamer, sugar bowl are strictly continental.
49 N 947—Wt. 1 lb. 10 oz. . .Set $2.99

Now Barbie's sister has dishes

62-pc. Skipper's Tea Set $2.99

Sure to please every Barbie and Skipper fan as she sets her table for 6. Plastic set includes all the necessities for dinner and tea. *New* soup tureen, ladle, soup plates, goblets and salt and pepper shakers. Break resistant.
49 N 951 –Shpg. wt. 2 lbs. 4 oz. . .Set $2.99

Looks like real pottery

60-pc. Fallen Leaves Tea Set $2.99

Little gals treasure the modern styling, warm colors of this graceful tea set. Rounded teapot highlights plastic service for 6. Includes salad server, bowls.
49 N 977 Shpg. wt. 2 lbs. . . .Set $2.99

"Coffee" drips without heat . .

33-pc. Fizz-a-matic Serving Set $2.99

Real lip-smacking fun for a young hostess and her coffee-time mates. 12 tasty tablets of Fizzies do "perking." Plastic service for 6. Serving tray, snack plates for goodies.
49 N 948—Shpg. wt. 1 lb. 5 oz. . Set $2.99

$3.77

She'll feel like a real grown-up lady at tea time. Rich looking 41-piece plastic set is designed just for little girls who love beautiful things.

Includes gold-color tea urn, creamer and sugar bowl; cruet holder, 2 bottles; cutlery; clear goblets; salt, pepper shakers. Full service for 4. Lace-like plate and saucer edges are rich gold color. And 2 gold-color candelabras form the *piece de resistance* of this indeed royal setting.
49 N 965—Shipping wt. 1 lb. 7 oz. . . . .Set $3.77

special forces invasion set

over 323 pieces, featuring 2 opposing armies

The big offensive is bogged down.
Casualties are high, reinforcements needed.
You arrive with troops, equipment.
Supply trucks deliver fresh food, ammo.

8.88 set

SPECIAL FORCES INVASION SET—plan your tactics with this set of over 323 pieces! Features two fully-equipped armies—144 soldiers in varied poses! All plastic set includes a battery of artillery (howitzers, mortars, machine guns, land mines), vehicles (trucks, tanks, personnel carriers, landing craft), realistic terrain (mountain, two piece pontoon bridge), and many other items.

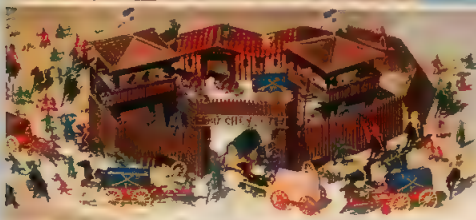
X 924-7560 A—Shipping weight 5 lbs. 8 oz. . . . . Set **8.88**

- *Over 145 pieces*
- *Authentic scale models*
- *Many movable parts*

4.88 set

MILITARY COMBAT SET—scale model set includes over 145 pieces, many with movable parts. The 48-man army is well-equipped with a large variety of artillery and vehicles. Launch an attack with tanks, trucks, landing craft (with revolving gun turrets), jeeps trailers, personnel carriers, mountain, barricades, self propelled guns, howitzers, mortars, machine guns, land mines, two-piece pontoon bridge, and many others. All in sturdy plastic

X 924-7578 A—Wt. 4 lbs.. Set **4.88**



Fort Cheyenne

Indians!!! Prepare for attack. Women and children, take cover. Men in position. Load the cannons. Guard the wagons . . . Ready! Aim! Fire!

- *Over 270 pieces*

8.88 set

REAL ACTION out of the old Wild West! Wagon train with galloping horses and riders races to take cover behind the stockades of the colorful fort. Cowboys and defending soldiers arrive with shooting cannons and shells to fight off the attacking Indians! Over 270 pieces including movable outposts with platforms and flags. Plastic figures, two metal buildings.

X 924-7545 A—Wt. 5 lbs.. . .Set **8.88**

- *Over 120 pieces*

4.88 set

FORT CHEYENNE SET—fight off the Indian attack! Colorful metal buildings with plastic accessories—covered wagons, movable outposts, cowboys, soldiers, shooting cannons and shells.

X 924-7552 A—4 lbs. 8 oz. . .Set **4.88**

Looking for gift ideas?
See Toy Buying Guide on page 228.

BATTLE ACTION

road block and booby trap

■ *the sounds of combat* ■ *the action of combat*

IDEAL

The trap is set. Now we have only to wait . . . a signal is given—the enemy is approaching . . . the mine triggers—BOOM-BOOM-BOOM! Ambush complete. The enemy is ours!

6.66 set

AMBUSH! When the enemy approaches a tree falls into path, the hidden gunner swings his vibrating gun with realistic firing blast . . . track strikes the hidden mine and the terrain explodes in a shower of flaming pit and rocks. A dozen or more realistic sounds follow . . . remains by flying motor no battle necessary. Complete with soldiers, jeep, track, gun and equipment.
X 924-7669 A—Shipping weight, 3 lbs. 2 oz.. Set 6.66

2 66c

1 JET FIGHTER STRIP. Realistic sounds, action and equipment. Includes 3 jet planes, hangar, ammo crates, watch tower, fuel drums. Operates with spring motor—no batteries needed. Adjustable runway guide fins. Heavy-duty plastic
X 924-7677 A—Wt. 10 lbs. 2 oz...Set **8.99**

2 FIGHTING 69TH—6 infantrymen, with detachable accessories. Plastic.
X 924-7586 A—Shpg. wt. 8 oz.....Set **66c**

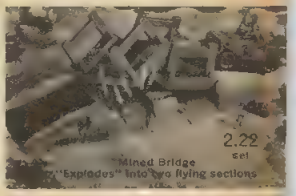
(Not shown, but all similar to above)
Fighting Leathernecks—51-man squad
X 924-7594 A—Shpg. wt. 8 oz.....Set **66c**
Screaming Eagles—101st. div. paratroopers.
X 924-7602 A—Shpg. wt. 8 oz.....Set **66c**
Carlson's Raiders—rough 'n' ready Rangers.
X 924-7610 A—Shpg. wt. 8 oz.....Set **66c**

1 8.99

3 3.77 set

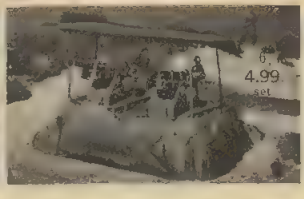
5 3.68 set

7 2.22 set

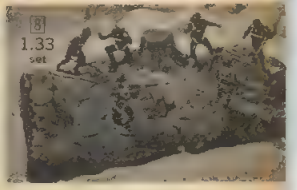


4 2.44 set

6 4.99 set



8 1.33 set



3 SNIPER POST. Soldiers pop up in staggered sequence and fire. Spring motor. Sturdy plastic set includes parapet and 5 soldiers
X 924-7685 A—Wt. 3 lbs.....Set **3.77**

4 CHECK POINT—as jeep approaches, guard automatically appears. Barrier raises, guard returns to post. Spring motor. Strong plastic
X 924 7636 A—Wt. 1 lb. 1 oz. Set **2.44**

5 MACHINE GUN NEST. Two gunners concealed in burned-out house attack with actual combat sound and action. Spring motor. Plastic.
X 924-7693 A—Wt. 2 lbs. 10 oz.. ... Set **3.68**

6 TWIN HOWITZERS. Fire with echoing blast; recoil, keep firing. Realistic sound, action. Sturdy plastic. Uses D batteries—order on page 372.
X 924-7651 A—Shpg. wt. 3 lbs. Set **4.99**

7 MINED BRIDGE. The enemy's escape route splits into two flying sections. Spring motor operated—needs no batteries. Sturdy plastic
X 924-7628 A—Wt. 1 lb. 1 oz.....Set **2.22**

8 WAR FIELD AND SOLDIERS. Objective: take supply road. Plastic set features terrain and soldiers with detachable accessories.
X 924 7644 A -Wt 9 oz. . . Set **1.33**

SAVE THIS CATALOG—use it to order toys till September 20, 1966.

The adventures of Mary Poppins
. . fun with Yogi Bear
. . a Grand Canyon sunset
come alive in
3-dimensional color with

VIEW-MASTER

Best Stereo Viewer has its own light

With 7 3-D reels **$5.68** With 1 3-D reel **$3.77**

No need to hold viewer to sunlight or lamp . . touch full-length lightbar, bright color pictures spring to life. Change scenes by just flipping lever. High-impact plastic. 7 reels 49 scenes—with Hanna-Barbera characters Huck Hound, Yogi Bear, Flintstones, Top Cat, Quick-Draw McGraw. Batteries, attractive box

3 N 9757 - Shipping weight 2 pounds 8 ounces **$5.68**
3 N 9765 - Viewer with 1 special reel. Wt. 1 lb. 4 oz. **3.77**

Unlighted Stereo Viewer

With 7 3-D reels **$3.58** With 3 3-D reels **$2.78** With 1 3-D reel **$1.53**

Get stereo viewer, 7 reels with Donald Duck, Mickey Mouse, Ham's Snow White, Adventureland, Fantasyland Tomorrowland. Colorful box

3 N 9766 - Shipping weight 1 pound 2 ounces **$3.58**

Viewer plus 3-reel Mary Poppins packet and special reel.

3 N 9761—Shipping weight 9 ounces. 2.78
3 N 9755 - Viewer plus 1 special 7-scene reel. Shpg. wt 8 oz 1.53

Show movies again and again .. no threading, no rewinding

Set includes movies of Casper, Popeye, Bozo, Dick Tracy, Alvin, Mr. Ed

Just snap in cartridge and turn handle to show movies anywhere

Kenner's EASY-SHOW MOVIE PROJECTOR

$4.89 without batteries

High impact plastic, precision lens, crank. 9x6x2 in. Incl. 6 black and white movies on 3 continuous-loop snap-in cartridges. *Order 3 "D" batteries below.*
49 N 1656—Shipping weight 2 pounds. $4.89

4 Extra Films. Magoo, Munsters, Lone Ranger and Superman.
49 N 1748—Wt. 6 oz. . Pkg. $1.69

4 Extra Films. Lassie, Roy Rogers, 3 Stooges, Rocky and Bullwinkle.
49 N 1753 - Wt. 6 oz. . . . Pkg. $1.69

112 glorious-color slide scenes

Kenner's GIVE-A-SHOW $3.99 without batteries

Laugh at the antics of your cartoon friends in 16 all-new shows with top TV stars including the Flintstones, Yogi Bear, Magilla Gorilla and many more. Each show complete on strip of seven 35mm slides. Projects a picture 5 feet square. Projector measures about 9x7x6 in. Ages 3 to 8. *Order 3 "D" batteries.*
49 N 1842—Wt. 1 lb. 11 oz. . . . $3.99

Extra Kenner Shows. Each set has 84 color slides for 12 shows.
49 N 1830—Flintstones, etc.
49 N 1831—Roy Rogers, etc.
49 N 1832—Huckleberry Hound, etc.
49 N 1833—Popeye, etc.
Shpg. wt. each 8 oz. . . . . Set $1.66

"D" Battery. Shpg. wt. each 4 oz. .
49 N 4650. . . . . 16c; 4 for 60c

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1965

Dim lights, aim and "shoot" color pictures of comic strip adventures on most any surface

Flashy Flickers by MARX $3.99 without batteries

"Shoots" big 4x4-foot pictures. Includes 4 color film strips with 29 scenes in each. Projector 15x7 in. *Order 3 "D" batteries below.*
49 N 1640—Shipping weight 1 pound 9 ounces. $3.99
49 N 1757—Six Extra Film Strips. Shpg. wt. 5 oz. . . . Pkg. 1.19

$6.74

Show 3 Mary Poppins and 7 Disney favorites with Tru-Vue Electric Projection Theatre

See 70 color pictures on 11x14-in. screen or up to 3-ft. wide image on wall. Plastic viewer to preview shows, 6x4x3-in. projector with 30-watt bulb, F3 focus lens. 110–120-v., 60-c. AC-DC UL listed.
49 N 1758 - Shipping weight 2 pounds. $6.74

Pkg. of 70 Disneyland Pictures.
49 N 1759—Wt. 4 oz. . $1.66

Pkg. of 70 Casper Pictures.
49 N 1771—Wt. 4 oz. . . $1.66

Project your own shows without slides or film

Super Show by Kenner

$5.99

Now you can enlarge small objects like butterflies, seashells, coins, pictures to a big 4x4-foot projection. Make up your own shows . . inspect stamp collections. Just slip objects onto 35-in. square playing area. See them magnified in full-color detail. Uses one 100-watt bulb (not incl.). 110–120-v., 60c. AC. UL listed.
49 N 1733C—Shipping weight 4 pounds. $5.99

See famous TV characters "come alive" in full color

Stereo Slide Viewer

$1.55

Alvin and the Chipmunks, Dennis the Menace, Elmo and his friends and many more of your favorite TV cartoon characters seem to pop into life in full-color 3-dimensional pictures. 15 complete shows . . 105 stereo scenes. Viewer 4x2x 2 in. Ready to go—no bulb or battery needed. Wt. 8 oz.
49 N 1801. . . . . $1.55

sleek gas-powered Lotus Ford

new throttle control

Blueprint scale model

Powered by .049 gas engine

LOTUS 45

only A **777**

Ford GT

The hot new threat on the sports-car scene

Gas powered

All new 1:20 scale

Steel tubular chassis

99 FORD

Powered by easy-starting Hot Shot .049 gas engine

only B **722**

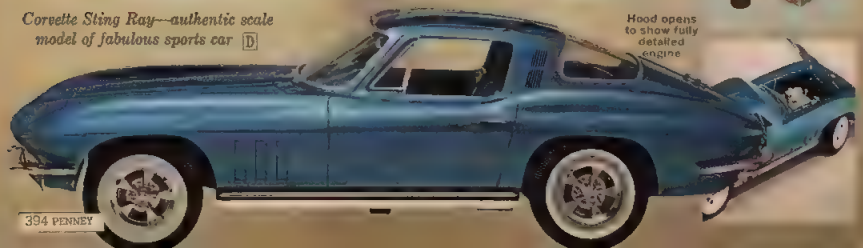
YOUR CHOICE..... 777 C

Jaguar XK E dazzling scale model is ⅛ actual size—21⅝ in. long

Detailed 3.8-liter, double overhead camshaft 6 cyl. engine

Corvette Sting Ray—authentic scale model of fabulous sports car D

Hood opens to show fully detailed engine



These gas-powered cars are action-powered

A GAS-POWERED LOTUS RACER. Start the engine . . . walk away . . . pick up the throttle lines . . . rev the engine, give it the gas, spin rubber and you're off at a scale 50 mph Blueprint-detailed model of the Ford-powered Indianapolis racer is a foot long—aluminum-metalized trim, racing tires, and driver. Powered by Hot-Shot .049 engine. Here's realistic action fun at its best!

X 924-5333 A—Shpg. wt. 3 lbs... 7.77

B GAS-POWERED FORD GT RACER. You'll be a winner in all three types of racing—drag strip, straightaway competition, and circular track! Powered by a rugged .049 racing engine, this finely detailed model of the Ford GT has a durable X-frame chassis, dual rear-wheel drive and Super Traction Slicks for standing-start "dig-out." With metalized chrome accessories, hub caps, bumpers, lights, and detailed interior.

X 924-5317 A—Shpg. wt. 3 lbs... 7.22

Authentic scale models in the grand manner

C JAGUAR XK-E SPORTS CAR KIT. Superbly detailed copy of the 150-mph aerodynamically designed original. Operating doors windows, steering, front suspension with coil springs. Hood opens to show 3.8-liter engine with spark plugs, ignition wiring, and three single-updraft carburetors. Bright chrome-plated wire-spoke wheels, pliable whitewall tires. Bucket seats, detailed interior, underbody. Three individual windshield wipers.

X 924-1001 A—Shpg. wt. 5 lbs. . 7.77

D CORVETTE STING RAY SPORTS CAR KIT. The fully detailed fuel injection engine on this beauty is fully visible when you lift up the hood. Authentic detail—every part is precision-engineered. Completed model is 22 in. long—1/8 the size of the real car. Retractable headlights, semi-pneumatic rubber-like tires, and steerable front wheels. One-piece body and one-piece clear window insert make assembly quick and easy.

X 924-5309 A—Shpg. wt. 5 lbs... 7.77

Ready-to-fly planes for high-flying fun

1 WEN-MAC KINGCOBRA. Actually fires two rockets while plane is in flight! Have your own air battles, dogfights, air raids—this plane is easy to fly, yet full of thrills for the advanced flyer too! Features aluminum-metalized airframe with authentic detailing—removable cowl, tinted canopy, and guns. Powerful Hot-Shot .049 engine with the new Rotomatic starter—just spin the prop one turn and let 'er go—engine really roars. Huge 21-in. long fuselage, 22½-in. wingspan. Nylon prop. Tri-cycle gear for easy take-offs and landings. Fully assembled and ready to fly.

X 924-0920 A—Wt. 2 lbs. 1 oz... 7.88

2 BOEING P-26 PURSUIT PLANE with new Throttle-Speed-Control. Start the engine . . . walk away from the plane . . . pick up the lines . . . rev the engine . . . taxi down the runway and into the air! You don't need a "copilot" to hold the plane! 17-in. long plane has detailed engine cowl, windshield, open cockpit, 20-in. span airfoil wing, authentic rivet detail, and a special customizing kit to make your plane unique. Made of rugged Duro Flex plastic. Powerful Hot-Shot 049 engine with easy-to-start Rotomatic starter. Comes completely assembled and ready to fly.

X 924-5358 A—Wt. 2 lbs. 8 oz.*. 6.66

3 ACCESSORY FLIGHT KIT. Contains American-made 1½-volt energized starter-battery, ½ pint of premium glow-plug engine fuel, plastic pouring spout and fueling tube, assembled battery connector-clip and wire, multi-purpose engine wrench, finger-grip control handle, linen lines. For both planes on this page.

X 924-5374 A—Wt. 1 lb. 5 oz.... 1.97

*Semi-mailable—See page 230

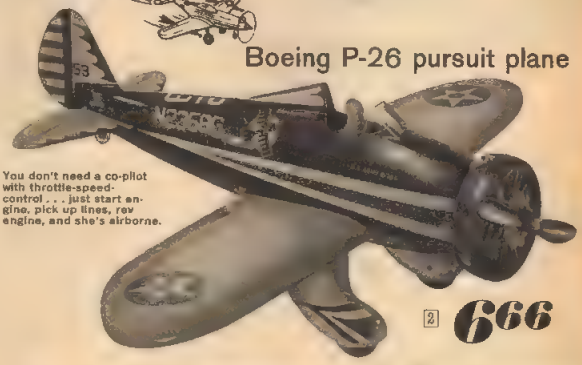
exciting kingcobra

fires 2 rockets while in flight

788 1

This beauty is easy to start and fly—just spin the prop one turn, and she's ready to go!

Boeing P-26 pursuit plane



You don't need a co-pilot with throttle-speed-control . . . just start engine, pick up lines, rev engine, and she's airborne.

2 666

COMPLETE ACCESSORY KIT
3
Everything you need to start and fly your plane . . . includes starter battery, fuel, linen lines
SAVE THIS CATALOG—order toys till September 20, 1966.
PENNEY 1966

Want the right boat for water fun? Want to go Fishing? Skiing? Cruising? Sailing? It's easy. Just choose an MFG . . . from the most complete line of fiber glass utility boats, runabouts, day cruisers, sailboats . . . aluminum fishing boats and runabouts.

Whatever model you choose, size for size, you'll enjoy extra roominess . . . extra convenience . . . with unexcelled quality, performance and styling. Naturally. Your MFG is designed, engineered and built to give you extra value, by one of the world's largest and most experienced boat builders.

Yes, it's **more fun going** in an MFG . . . and your boating pleasure will be amplified by owning an MFG . . . best boat built . . . **anywhere!**

See the 1965 MFG Fleet at your MFG dealer, or at the National Motor Boat Show, New York City, January 15-24.

MFG Seacruiser 19' Fiber Glass Day Cruiser

MFG Westfield 16' Fiber Glass Runabout

MFG Challenger 14' Fiber Glass Utility

best boat built... anywhere

MFG BOAT COMPANY

Division of the Molded Fiber Glass Body Co.
UNION CITY, PA. • LITTLE FALLS, MINN. • CENTRALIA, ILL.

MFG Teal 15' Fiber Glass Sailboat

You'll find it's MORE FUN GOING in an MFG...

MFG Constellation 16' Aluminum Runabout

MFG Sea Fisher 16' Aluminum Fishing Boat

Realistic Fighting Gear for Young Commandos

The Johnny Seven

One-Man Army . . Micro-Helmet

Squad Leader Set $3.99

Lead Your Forces Into Action with this complete Squad Leader Set. "Burp" gun has exciting trigger sound action, flashing rifle; helmet has real net fring. .45 pistol shoots plastic bullets (included), also fires caps*, fits in belt and holster. 2 cap-firing* grenades. "Burp" gun 18 in. long; .45 pistol 7 in. long. Sturdy plastic.

48 T 3313 M—Shipping weight 3 lbs. . . . Set $3.99

2 Micro-Helmet Set Only $4.97

Detachable Automatic Pistol

Seven Different Weapons In One!

Only $5.87 At Wards

Field Pack Combat Set $3.99

All The Necessary Equipment For The Young Commando. Dig-in with 19-in. long shovel of durable plastic. Communicate with your buddy on walkie-talkie with two receiver-transmitters and about 30 feet of cord. Set includes ammo tommy gun, corrugated-board footlocker, dog tags and helmet with camouflage leaves. Heavy duty field pack of olive-drab duck with elastic shoulder straps fits all sizes.

48 T 3304—Shipping weight 1 lb. 8 oz. Set $3.99

Battle Set 3 $6.99

4 Pistol Only $2.99

M1 Garand Rifle

Replica of the World Famous M1 Rifle fires caps*, has a soft plastic bayonet. Hi-impact plastic, die-cast metal firing mechanism. Over 31 in. long.

48 T 3315 M Ship. wt. 1 lb. 4 oz. . . . $1.99

262 WARDS CO $1.99

Tommy Gun $1.99

IF IT'S MILITARY, WARDS HAS IT!

Johnny Seven

1 GRENADE LAUNCHER has 3-position range elevation. Long-range ANTI-TANK ROCKET fires shell by button in forward grip. ARMOR-PIERCING SHELL fired by button at right front of gun. ANTI-BUNKER MISSILE fired at left front of gun. Remove stock and retract bipod legs.. JOHNNY SEVEN becomes an AUTOMATIC REPEATING RIFLE with 12 shells. Use as TOMMY GUN too—makes realistic "rat-tat-tat" sound. Cap-firing* AUTOMATIC PISTOL detaches from main body. Sturdy plastic; gun abt. 36 in. long. Ship wt. 4 lbs. 9 oz

48 T 3397 MO—*No batteries needed* . **$5.87**

2 JOHNNY SEVEN MICRO-HELMET. Micro-phone in helmet yoke transmits voice to walkie-talkie through 30 feet of wire (included). *Needs no batteries.* Tinted goggles raise and lower, protect eyes against glare. Adjustable to fit all head sizes.

48 T 3341 MO—Wt. 2 lbs. 7 oz.....Set **$4.97**

$3.69

Johnny Seven Combat Phones

JOHNNY SEVEN WALKIE TALKIE COMBAT PHONES enable you to contact reinforcements, the tank corps, infantry or headquarters. Retractable antenna; 30 feet of wire. You can maintain contact with your troops within a one mile range with additional wire. Each phone 14 in. long. Sturdy plastic. *No batteries needed*

48 T 2288—Ship. wt. 1 lb. 9 oz.....**$3.69**

Screaming Mee Mee Battle Set

3 SHOOT THE GRENADE from the Screaming Mee Mee Rifle . . it actually makes a shrill noise as it screams its way to the target! Feed 5 big rapid-fire bullets into the magazine, slide the bolt and you're ready to fire. Release gunlock, secret pistol drops down for close-range fire—shoots the same screaming grenade. Set incl. rifle, secret pistol, battle jacket of Sanforized® olive drab twill which adjusts to fit all sizes. Knife and sheath fit on belt; "pineapple" grenade is cap-firing*. All weapons of sturdy plastic; rifle abt. 28 in. long.

48 T 3370 M—Ship. wt. 5 lbs.... ..Set **$6.99**

SCREAMING MEE MEE RIFLE ONLY.

48 T 3371 M—Ship. wt. 3 lbs. 8 oz.. . **$3.99**

4 SCREAMING MEE MEE PISTOL fires caps* (not incl.) and grenade; abt. 20 in. long.

48 T 3372—Ship. wt. 1 lb. 10 oz..... **$2.99**

Tommy Gun

TOMMY GUN WITH SHOULDER SLING. Full-back bolt-lever semi gun at ready-to-fire. Trigger activates rate of fire. Ejects shells—barrel recoils. Sturdy plastic. About 19 in. long.

48 T 3385 M—Ship. wt. 1 lb. 8 oz. **$1.99**

*See "Notice" on Page 272.

Secret Weapons Combat Outfit

COUNTLESS SURPRISE ACTIONS in this new secret weapons combat set: Gun That Shoots Around the Corner, bazooka shell, glider bomb, rifle grenade, parachute, bola shot, 10 soft rubber balls and spotter beam light for night combat (uses 1 "AA" battery, Pg. 354). Gun (abt. 24 in. long) shoots at right angle in either direction. Mirror-sight pivots automatically to sight your target; bolt action moves next shot to firing position. Also includes Pistol That Shoots Over Your Shoulder and 30 poplets. Sturdy plastic. Wt. 3 lbs. 10 oz.

48 T 3438 M—Combat Set. . **$4.99**

GUN WITH 10 BALLS ONLY.

46T3376M—Wt. 1 lb. 10 oz. **$2.99**

Multi Pistol 09 Just $3.99

MULTI PISTOL 09 has secret derringer cap*-pistol concealed in handle, fires long and short range bullets, "armor-piercing" shell, message capsule, exploding grenade and torpedo bomb with cap-detonator. Optical sight really works; barrel extension gives long-range accuracy. Beautifully designed plastic case. Gun abt. 11 in. long, sturdy plastic.

48 T 3433—Ship. wt. 2 lbs. ..**$3.99**

Big Cat $6.99

THE ONLY MOVABLE WEAPON WITH A BARREL THAT REALLY RETRACTS! Roll it along with the barrel positioned to pounce. Enemy sighted! Crank barrel out to its full sweeping 35 inches (as shown) . . Big Cat cocks automatically. Adjust elevation, load shell—then FIRE! Open breech, casing automatically ejects. Sturdy plastic with 3 shells, 2 casings.

48 T 3435 M—Ship. wt. 9 lbs.. . . . . **$6.99**

Gung Ho Outfit

ACTION-PACKED REPLICA OF .50 CALIBER MACHINE GUN with recoiling barrel, flashing muzzle and firing noise. "Ammunition belt" moves as gun is fired. Sturdy plastic, abt. 28 in. long. Over 30 pcs.: knap-sack with canteen, mess kit, compass, .45 automatic pistol, walkie talkie, dagger with sheath, grenades, battle map, map case, etc. Order 3 "D" batteries, Page 354

48 T 3384 M –Ship. wt. 7 lbs..... .....**$8.44**

Talk-N-Walkie Talkie

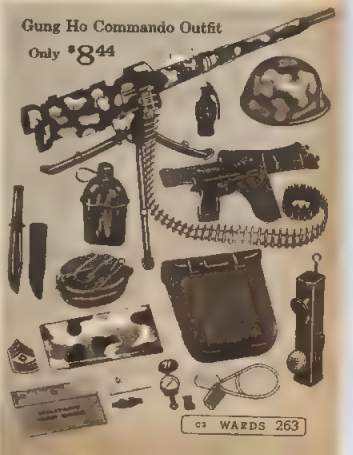
$2.79

PUSH THE BUTTON, your talking walkie talkie shouts one of eleven different commands. "Enemy aircraft at 2 o'clock!" "Send up the flame throwers!" "Take cover! Take cover!" "Tanks are on the way, sir!" Camouflaged plastic walkie talkie, about 13 in. long, plus "antenna." Uses one "D" battery, order on Page 354. Ship. wt. 1 lb. 4 oz.

48 T 9211..... ..... **$2.79**

Gung Ho Commando Outfit

Only **$8.44**



SEA SKIFF

BY TROJAN

3700 SEDAN

(L.O.A. 36'4"; BEAM 12'3")

The only problem involved with ownership of a Trojan 3700 Sea Skiff Sedan seems to be how to find the amount of time you'll want to spend aboard her. This 36 foot Sea Skiff Sedan is meant for living aboard. Not just for a week or two but for a whole season. Depending, of course, upon where you choose to go. Her 12'3" beam affords generous interior space. Traditionally safe design. Unusual attention to detail throughout. Luxurious appointments. Finest in design, materials, construction and finish. For complete information, write to the person at your Trojan dealer who knows all about her. Ask for literature.

TROJAN
BOAT COMPANY
DEPT 10 LANCASTER PA

SEA BREEZE

BY TROJAN

2500 EXPRESS CRUISER

(L.O.A. 24'-6"; BEAM 9'-3")

As easy to handle as she is to look at, this 2500 Sea Breeze is the All-American family dreamboat. Available with hardtop or convertible top and a choice of V-8 Power, her beautiful styling, rugged traditional construction, (including oak frames and teak planked forward and side decks) luxurious live-aboard conveniences plus decorator designed cabin interior have made her the most popular boat in the entire "most wanted" Trojan line.

See the 2500 as well as the other beautiful Sea Breezes, Sea Voyagers and Sea Skiffs at your Trojan dealer's soon and write today for complete color literature.

TROJAN
BOAT COMPANY
DEPT. 10, LANCASTER, PA.

TIMEX
PRESTIGE COLLECTION

SHOCK RESISTANT
UNBREAKABLE MAINSPRINGS

ANTI-MAGNETIC
STAINLESS STEEL BACKS

21-Jewel Lever Watches... for Him

21-jewel movement. Waterproof* —Dustproof*. Distinguished styling. Yellow bezel, sweep second hand, expansion band.
632W1330 Retail $19.95

21-jewel movement. Waterproof* —Dustproof*. Handsome new style. Chrome plated bezel, sweep second hand, radiolite dial, expansion band.
631W1330 Retail $19.95

Beautiful new gift box FREE

21-jewel movement. Self-Wind Waterproof*—Dustproof*. Smart looking style. Chrome plated bezel, sweep second hand, radiolite dial, expansion band.
638W1663 Retail $24.95

21-jewel movement. Self-Wind. Waterproof*—Dustproof*. All new Yellow bezel, sweep second hand, expansion band
637W1663 Retail $24.95

TIMEX ASSORTMENT #50
Includes 9 watches as follows

2	602W1330	1	632W1330
1	604W1330	2	638W1663
2	631W1330	1	637W1663

Each watch individually illustrated on this page. Modular display case included free.
641W12969—Assortment #50
Retail $194.55

NOTICE—Timex watches are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order.

TIMEX
17-Jewel Lever Watches for Her

17-jewel movement. Waterproof*—Dustproof*. Fashionable . . . feminine. Chrome plated bezel, sweep second hand, radiolite dial, suede strap.
602W1330 Retail $19.95

17-jewel movement. Classic round style with contemporary fashion accents. Yellow bezel, sweep second hand. Champagne color leather strap.
604W1330 Retail $19.95

Beautiful new gift box FREE

*Stays waterproof and dustproof as long as crystal, crown and back are intact.

TIMEX

STRAP WATCHES

Shock Resistant
Unbreakable Mainsprings
Stainless Steel Backs
Anti-Magnetic

SPORTSTER. Chrome plated bezel, sweep second, leather strap. Waterproof.*
599W730
Retail $10.95

PETITE. Small size. Yellow bezel, sweep second hand, leather strap.
598W663
Retail $9.95

PETITE. Small size, chrome plated bezel, plain dial, leather strap.
569W463
Retail $6.95

NOTICE—Timex watches are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order.

MERCURY. Regular size, chrome plated bezel, plain dial, leather strap.
585W463 Retail $6.95

MARLIN. Regular size, chrome plated bezel, plain dial, leather strap. Waterproof.*
690W663 Retail $8.95

* When crystal, crown and back are intact.

Ingersoll

CHARACTER WATCHES

Free . . . Character Watch Figurines!

Beautifully molded, highly glazed figurines of Alice in Wonderland, Cinderella, Mickey Mouse, and Snow White are now packaged free with each of these character watches. These fine ceramic figurines, which are five inches tall, add extra value to these watches and make them perfect gifts for boys and girls.

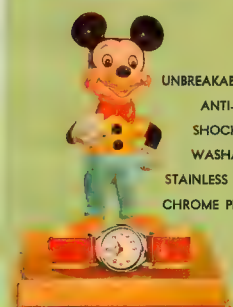
Alice in Wonderland watch. Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 5" ceramic figurine of Alice
689W487 Retail $6.95

Alice in Wonderland

Cinderella watch. Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 5" ceramic figurine of Cinderella.
530W487
Retail $6.95

Cinderella

Hopalong Cassidy
Small size. Chrome plated bezel, stainless steel back. Black strap. Miniature saddle gift box.
529W487
Retail $6.95



UNBREAKABLE MAINSPRINGS
ANTI-MAGNETIC
SHOCK RESISTANT
WASHABLE STRAPS
STAINLESS STEEL BACKS
CHROME PLATED BEZELS

Mickey Mouse
Famous and lovable the world over. Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus 9" colorful ceramic figurine of Mickey.
600W487
Retail $6.95

Snow White watch. Small size. Chrome plated bezel, stainless steel back. Washable strap. Plus colorful 5" ceramic figurine of beautiful Snow White.
601W487
Retail $6.95

Zorro
Black dial and Black decorated strap. Small size. Chrome plated bezel, stainless steel back. Packaged with miniature Zorro hat.
588W487
Retail $6.95

Prompt Shipments from New York or Chicago Stocks

ANDY GARD CORP.

SCAT CAR

Rugged all steel frame constructed. Self steering & back rest, foot mounts also crash bumper. Size, 20 x 12¼ x 14 inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
469–130	1403	5 lbs.	$ 5.00

One in a carton

RIDE 'EM TRACTOR

Rugged construction, fool-proof steering. Size, 9½ x 8 x 20–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
469–155	1406	3½ lbs.	$ 4.00

One in a carton

RIDE 'EM TIGER

Unbreakable polyethylene. Bright orange with red wheels. Height, 18–inches and 20–inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
497–586	1407	4½ lbs.	$ 3.00

One in a carton

RIDE 'EM LION

Height, 18-inches - Length, 20-inch

Stock No.	Mfg. No.	Wt. ctn.	Each
469–163	1409	16 lbs.	$ 3.00

Six in a carton

RIDE 'EM PONY

Colorful animal, made of unbreakable polyethylene with wheels that wont mar floors. Height, 18–inch, Length, 20–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
469–171	1410	16 lbs.	$ 3.00

Six in a carton

SPORT CAR

New Cadillac of Ride–'Ems–For in–door or outdoor use. Steerable, unbreakable and sturdy. Size, 26 x 6 x 9–inch

Stock No.	Mfg. No.	Wt. ctn.	Each
469–205	1413	3½ lbs.	$ 4.00

One in a carton

RIDE 'EM HOT ROD

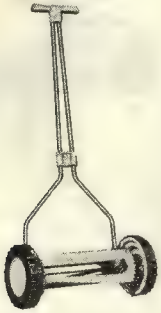
Blow molde unbreakable polyethylene excusive friction motor for realistic sound, Length, 28–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
497–594	1417	7½ lbs.	$ 10.00

One in a carton

ANDY-GARD – SUBURBAN DIV.

LAWN MOWER

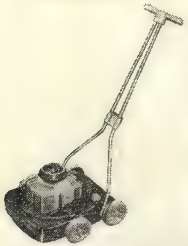


Heavy gauge metal, black and white plastic wheels - Size, 28½ by 12½-inches-

Stock No.	Mfg. No.	Wt. ctn-	Each
493-262	1200	13 lbs-	$ 2.00

Six in a carton

POWER MOWER



Baked enamel steel base - White plastic motor and wheels. Size, 31 by 10½ inches-

Stock No.	mfg. No.	Wt. ctn-	Each
497-966	1220	12 lbs-	$ 2.00

Six in a carton

GARDEN SET

4-piece set of poly tools, tubular handles, plastic end caps-

Stock No.	Mfg. No.	Wt. ctn-	Each
493-429	1255	13 lbs-	$ 1.00

Twelve in a carton

TWIRLIT BATONS

Contains, six 24-inch and six, 28-inch length Batons with all steel plated shafts - Assorted colors-

Stock No.	Mfg. No.	Wt. ctn-	Per Asst.
496-950	1519	7 lbs-	$ 12.00

One assortment in a carton

PRINCESS BATON

28-inch finger-thin center balanced baton with carrying case-

Stock No.	Mfg. No.	Wt. ctn-	Each
496-968	1998	11 lbs-	$ 2.00

Twelve in a carton

MODERN TEA SET

Modern pattern polystyrene dishes-Service for three.

Stock No.	Mfg. No.	Wt. ctn.	Each
493-023	3711	20 lbs.	$ 1.00

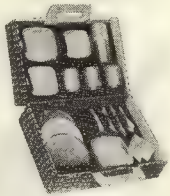
Twenty-four in a carton

Service for two, including coffee pot & casserole. 20-pieces.

Stock No.	Mfg. No.	Wt. ctn.	Each
493-031	3712	18 lbs.	$ 2.00

Twelve in a carton

PICNIC BASKET SET



Package designed to serve as a wicker picnic basket, complete set, service for three.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-370	3792	22 lbs.	$ 2.00

Twelve in a carton

A WARDS EXCLUSIVE
New HO Double Loop Road Race by Aurora

(1) ALL THE THRILLS of the famous Indianapolis 500 Mile Memorial Day Race are yours in this exclusive HO scale double loop road race by Aurora — one of the leaders in the industry. You get 2 authentically detailed "Offys," the car that was victorious in this year's race.

One is a glittering gold color, the other shining silver tint, each about 2¾ in. long. Powered by the famous "Thunderjet 500" motor — the one to beat in model road racing. Powers slide or fishtail around the curves; put it to the floor, go flat out on the straights — here's a set for hours of fun and delight.

You get over 19 feet of track in an 80x48-in. layout: rails, trestles, racing oil, 2 individual racing controls with mph gauge and power pack. The track and splicable you can build other exciting layouts. *Buildings not incl.* — see (10). Buy more track below.

48 T 8042—Ship. wt. 8 lbs. 5 oz. **$18.88**

Aurora Thunderjet Set with Scenic Board $18.99

(2) REALISM PLUS — A Superstar figure 8 over and under road race on a 2x4-ft. "grass-coated board," with materials to create a scenic panorama — paths, rivers, bushes, trees, rocks, and a mountain range, a lake, and five working street lights. Two speedy Ford Mustangs with individual racing speed controls, track and power pack complete this wonderful road race set.

48T8050YO—Ship. wt. 11 lbs. Complete **$18.99**
48T8041M—Roadrace only. Wt. 6 lbs. 8 oz. **13.33**
48T8073MO—Scenic board. Wt. 4 lbs. 8 oz. **7.99**

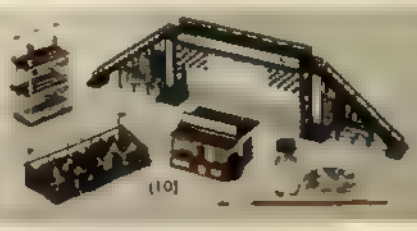
4-Lane Thunderjet

(3) MORE LANES, MORE FUN with this 4-lane winner. Complete with Sting Ray, XKE Jag, Maserati, Ferrari — 4 beautiful finishes, each about 2¾ in. long. One independent control for each car. Colors may vary.

300 WARDS ALL²

It takes a lot of skill — it's lots of fun, too! The whole family can enjoy this set. Enclosed booklet tells how to extend your layout. Cars can be run on DC set or only DC power pack. Set contains cars, straight, curved track, banking and graduated trestles. Layout abt. 60x30 in.

48 T 8043—Wt. 8 lbs. 10 oz. **$27.77**



Aurora Accessories

(4) 48 T 8110—9-in. Radius 2 Lane Banked Curve adapters. Ship. wt. 12 oz. . . Pair **$1.59**

(5) 48 T 8037—9-in. Lap Counter. Wt. 3 oz. **$1.19**

(6) 48 T 8108—9-in. Starter Track. Wt. 3 oz. **$1.49**

(7) 48 T 8107—Racing Speed Control Ship. wt. 3 oz. . . . . Each **$1.89**

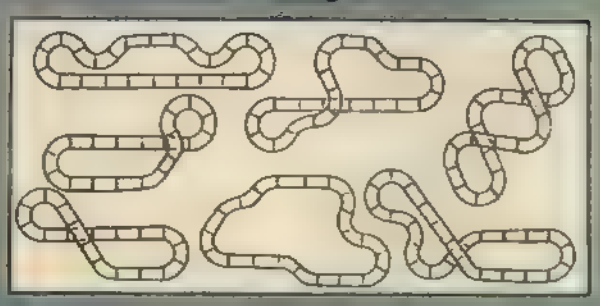
(8) 48 T 8035—Two 9-in. 2-Lane Crisscross track Ship. wt. 5 oz. Pair **$1.49**

(9) 48 T 8109—Two 9-in. 2-Lane Squeeze Track Ship. wt. 5 oz. **89c**

(10) 48 T 8072—Building Set. Wt. 1 lb. 10 oz. **$4.44**

48 T 8111—5-in. Straight Track. Wt. 4 oz. Pr. **74c**
48 T 8112—7-in. Straight Track. Wt. 5 oz. Pr. **74c**
48 T 8113—9-in. Straight Track. Wt. 5 oz. Pr. **74c**
48 T 8114—6-in. Curved Track. Wt. 6 oz. Pr. **74c**
48 T 8115—6-in. Curved Track. Wt. 7 oz. Pr. **94c**
48T8116—9-in. Terminal Track. Wt. 3 oz. Ea. **77c**
48 T 8101—Ferrari. Ship. wt. 2 oz. **$2.27**
48 T 8102—XKE Jag. Ship. wt. 2 oz. **2.27**
48 T 8103—Sting Ray. Ship. wt. 2 oz. **2.27**
48 T 8104—Mustang Convertible. Wt. 2 oz. **2.27**
48 T 8105—Buick Riviera. Ship. wt. 2 oz. **2.27**
48 T 8040—Indy Racer. Ship. wt. 2 oz. **2.27**
48 T 8035—4 Rails with Posts. Wt. 5 oz. **77c**

A *Talk of the Town* VALUE



Porsche RS-61
Lotus MK XIX
$26.88

Speed! Realism! Head-on Competition

It's The Continental Divide 1/32 Scale Road Race, made exclusively for Wards by the Strombecker Corporation, a leader in model tube-type racing. Big, brawny and bursting with power, all you have to do is set up the track and it's ready to give you plenty of thrills. Fishtail and powerslide into the curves, get ideal on the straightaways—this unique set is designed with your pleasure and fun in mind.

Just imagine—over 27 feet of deluxe, realistic black-plastic track, packed in an oval layout 7'-6" long by 38" wide—it's a real eye-popper. There's plenty of track to build other exciting layouts.

Track: 16 curved track sections, 1 straight track sections, 1 terminal track section with special connections so you don't have to go under the track to connect your power pack, locking tags and 16 sections of fencing. Build the layouts shown in the sketch above or just let your imagination roam. It's something the whole family can enjoy.

You get loads of constant, equal power on both tracks from the rugged, durable, well-designed power pack. You get curves with power, straight rheostatic speed controls complete with speed indicator in scale mph. Both cars are equal, so it's you and your skill against your opponent.

The Cars—two of the most striking examples of skilled craftsmanship we've yet seen. They're both adaptable to either Sports Car or Rally racing with removable tonneau covers and drivers. Your Porsche RS-61 is a minutely detailed reproduction of the Silver Stormer From Stuttgart. The Lotus MK XIX is a real beauty too, accurately scaled throughout. About 4½ in. long. Installed in both is the powerful 12 volt Strombecker motor, a perennial winner-in. The Circuit Set comes complete with lubricant to keep cars in top working order, wires, overpass supports, instructions. Ship. wt. 0 lbs. 12 oz.

48 T 8127 Complete set. Only **$26.88**

SAVE THIS CATALOG: Toys Available Until Oct. 1, 1965

Lace, tie with Music Box Lacing Shoe

$3.59

Wind the chimney to play the jolly tune. Raise the toe to reveal a child's face. Wood and plastic. Non-toxic color. Doubles as pull toy on wheels. 11 in. long. Wt. 2 lbs. 4 oz.
49 N 5324 ..... $3.59

Plays "The Old Woman in the Shoe" while pictures revolve

1

...tion. The ... pictures ... hand ... inside before ... play.

2

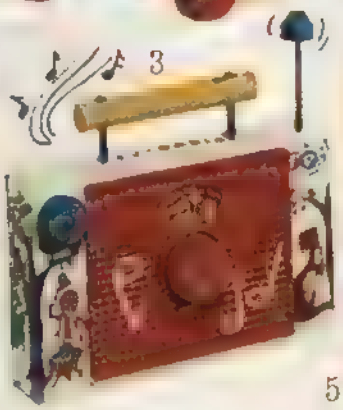
$2.69 each

Double-screen Music Box TV

Imported music box plays as pictures with words move across curved Dutch-tin TV screens. Smaller Peek A Boo screen on top provides added fascination. Center wind-up knob plays the overwound. Tuner knobs make clicking sound. Strong wood plastic, steel. About 7 in. high. Wt. 1 lb. 14 oz.
(1) 49 N 5333 Hey Diddle Diddle $2.69
(2) 49 N 5344 Mary Had a Little Lamb 2.69

FISHER-PRICE TOYS

More Fisher-Price toys on the next 2 pages



3

4

5

"TV Radios" play nursery rhyme tunes, show color pictures

$2.19 each

See pictures and words move past the window in time to the tune. Can't overwind. Handle and "aerial." Wood, plastic, steel. Non-toxic colors. 7 in. long. Wt. 1 lb. 4 oz.
(3) 49 N 4659—Pop Goes the Weasel..... $2.19
(4) 49 N 4658—Farmer in the Dell..... 2.19
(5) 49 N 4654—Ten Little Indians..... 2.19

Musical Clock helps tots learn to tell time

$3.37

Delight little ones with "tick-tock" sound and "Grandfather's Clock" melody played by music box. Face and minute hand turn to show pictures of home life associated with times of the day. Sturdy wood case brightly enameled and decorated. Non-toxic colors. Rounded corners. Break resistant plastic crystal face and handle. Can't be overwound. Clock stands 10½ inches high, is 6½ inches wide.
49 N 4715 - Wt. 2 lbs. 2 oz. $3.37

Mattel's Musical Pop-up Boxes

Turn the crank, music box plays . . then up pops a cartoon favorite

1

MUSICAL POP-UP

$2.29

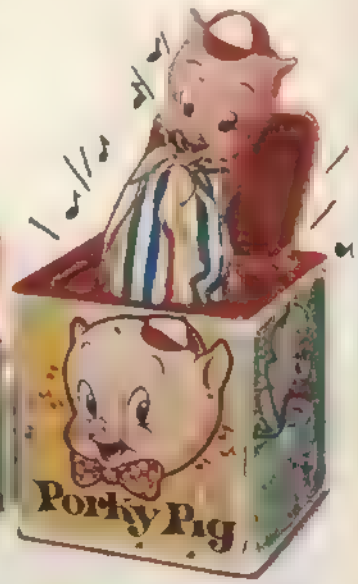
Donald Duck plays music . . flies apart

Stack the 6 plastic pieces . . . then crank the handle. Donald Duck, the crank, music box plays . . . suddenly he flies apart. (But easy to stack again.) Music can be played ... Height 13 in. high.
49N4502 Wt. 1 lb. 2 oz. $2.29

Your choice $1.93

Bugs Bunny

WOODY WOODPECKER



Porky Pig

Bugs Bunny

What's up, doc? This funny bunny springs up as "Hail, Hail, the Gang's All Here" finishes. Metal box about 6 in. high. Wt. 1 lb. 2 oz.
49 N 4568... $1.93

Woody Woodpecker

Woody plays his own tune "Woody Woodpecker Song" . . then bobs up to take a bow. Decorated metal box about 6 in. high. Wt. 1 lb. 2 oz.
49 N 4504.....$1.93

Comical Clown

"Pop Goes the Weasel" and he pops the loop at the right time while music box plays. Metal, plastic. About 6 in. high. Wt. 1 lb. 2 oz.
49 N 4571 .$1.93

Famous Porky Pig

In beanie, bow tie and frilly gown Porky jumps up while "Farmer in the Dell" is playing. 6-inch high metal box is colorfully decorated.
49 N 4505—Wt. 1 lb. 2 oz. $1.93

Preschoolers have fun as they learn to match up sizes, shapes and colors

Dump Truckers

$3.79

Push truck into the right loading station carefully. It has to match the truck in size, shape and color . . . and a large wooden ball rolls key-wise to the truck's dump box. Drive truck up ramp and back it into loading station for automatic unloading. Station has handy garage for storage when not in use. Garage also serves as parking space when driver's work is done. Toy is designed to help the preschooler develop color and space perception.

Sturdy wood and plastic construction. Finished in brilliant, non-toxic colors. Set contains 12x13x6½ inches to go over all. Three whimsically designed trucks, each with its own little driver, are 4 inches long.

49 N 5284 -Shipping weight 3 pounds 7 ounces $3.79

Fisher-Price Toys

Tots learn numbers and colors as they play

Cash Register

$3.45

Press numbered keys, and nursery rhyme pictures pop up behind clear plastic window. Turn crank to open drawer . . bell rings, pictures drop back into place. Wooden construction; non-toxic colors. Cash register, about 8x7x8 in. With wooden "coins."

49 N 4603—Shipping weight 3 pounds 2 ounces $3.45

Buzzes like a great saw!

Pound and Saw Bench

$1.74

Sawing action on work bench makes a realistic "buzz-buzz" sound. Wooden nail squeaks when hit. Wooden bench, about 8 in. long. Saw and hammer of wood and plastic. Non-toxic finish.

49 N 5285—Shipping weight 1 pound 4 ounces $1.74

$1.74

Push Chime tinkles tunefully

Hear chimes tinkle as tot pushes toy along. Gaily decorated steel chime unit, about 9 inches wide. Plastic balloon tires. Safety knob handle, 18 inches long. Shpg. wt. 1 lb. 12 oz.

49 N 5202 . . . . . $1.74

$1.54

Popcorn Popper pop-pops along

Push it along, and hear the popping noise of wooden balls hitting the clear plastic dome. Wooden base, about 9 in. wide. Safety knob handle 18 in. long. Plastic tires. Wt. 1 lb. 10 oz.

49 N 5230 . . . . . $1.54

$2.29

Looky Push Car turns and honks

Turn the steering wheel, beep the horn. Hear the engine go "brrumm." See headlight eyes roll up and down. Wood and plastic. About 8 in. wide. Handle, 20 in. long. Shpg. wt. 2 lbs. 6 oz.

49 N 5325 $2.29

Milk Wagon $2.64

Bell rings, driver's head turns. Six plastic bottles in removable tray. Wood and plastic, about 9 in. long. Shpg. wt. 2 lbs. 5 oz.

49 N 5286 . . . . . $2.64

School Bus $2.99

Seven passengers load through door. Engine goes "brrumm." Driver turns head, headlights roll. Wood and plastic, 13 in. long. Wt. 2 lbs. 5 oz.

49 N 5287 . $2.99

$2.49

Pull-a-tune Xylo

Plays when pulled or hit with mallet. Enameled steel keys color-coded to song folder. Wood chamber. About 14 in. long. Wt. 2 lbs. 4 oz.

49 N 5248. . . . . $2.49

$2.64

Lacing Shoe

Lace up boot then drop six wood figures through shoe openings. Wood plastic about 10 in. long. Wt. 1 lb. 13 oz.

49 N 5289 . . . . $2.64

BATTLE ACTION by IDEAL

Bridge explodes, tree falls, machine gun chatters . . in Sears exclusive Ambush Set

$6.66

Get all the sound and action of full-scale combat—in one set. U S soldiers advance onto 36x20 inch enemy terrain. Two 15-inch 3-dimensional settings are spring activated. Jeep vehicle triggers road block—a tree topples and vibrating machine gunner opens fire. Truck in rear rumbles onto device that explodes mined bridge into 2 flying sections. Plastic. 27 men, 2 vehicles.

49 N 5970 Shipping weight 3 pounds 3 ounces. . . . . Set $6.66

66c

44-piece "Fighting 69th" Set. Includes six 3-inch infantrymen plus 38 detachable combat accessories. Realistically detailed plastic, fine hand coloring.

49 N 5974—Wt. 5 oz. 66c

66c

45-pc. "Carlson's Raiders" Set. Includes six 3-inch U S Rangers plus 39 combat accessories that snap on and off. Realistically detailed, hand-colored plastic

49 N 5977—Wt. 5 oz. . . . 66c

66c

35-piece "Screaming Eagles" Set. Includes six 3-inch paratroopers plus 29 accessories that snap on. All hand-colored plastic.

49 N 5975—Wt. 5 oz. 66c

66c

31-piece "Devil Dogs" Set. Includes six 3-inch Marines plus 25 combat accessories that snap on and off. Hand-colored plastic.

49 N 5976—Wt. 5 oz. . . . 66c

Soldiers pop up, fire rifles from Sniper Post $3.77

Five soldiers are mounted on heavily fortified parapet. Pull cord on spring-activated motor. They individually spring up in staggered sequence, open fire, drop for cover, then pop up again. 15x9-inch plastic setting. 8 additional soldiers.

49 N 6078—Wt. 2 lbs. 1 oz. $3.77

Sound and action of a Machine Gun Nest $3.68

Stranded machine-gun team waits in ruined-out house ruin. At the first sign of danger, pull cord on spring-activated motor. Both let loose scathing bursts of gun fire. Machine guns actually vibrate and chatter when fired. 13½x8 in plastic setting with 8 soldier and soldiers. Requires no batteries.

49 N 6074—Wt. 1 lb. 9 oz. $3.68

Four Soldier Sets above made in British Hong Kong

Watch fierce Vikings attack gallant Knights

Catapults bombard an ancient castle as armored knights swarm across moat to repel invading Norsemen (all figures 2¼ inches tall . . finely detailed plastic) 124 pieces $9.97

A cry of alarm echoes thru the castle chambers . . your castle is under attack and you send out your bravest knights, with shield and sword, across the drawbridge and over the ramparts into the heat of battle. The enemy bombards the ancient walls with powerful catapults. Invading Norsemen, numbering 54, approach on horseback and foot . . they fall back behind the cover of trees, stone walls and rock formations. You send more knights, there are 36 in all, their armor shining brightly, charging into the fight. Plastic base adds realism. Metal castle 22x17x14 in. high.
79 N 5940L –Shipping weight 10 pounds. ..... Set $9.97

57-piece Play Set $4.99

It seems as if every castle in merry old England is under attack . . and this one's no exception. 27 Vikings, 18 Knights . . Catapults, horses. Printed base, metal castle 22x17x14 in high. Wt. 5 lbs.
79 N 6053C $4.99

It's 0630 hours, June 6, 1944. You hit the beach in landing craft as planes swarm overhead and paratroopers drop behind German lines. Tanks roll, howitzers and guns "fire" shells . . hill "explodes."

"D" Day! You're in command U.S. troops invade Europe

350 pieces $9.87 | 175 pieces $4.99

350-piece Set. 80 American soldiers advance while 48 German soldiers defend. Realistically detailed in action poses 3 landing craft, field guns and jeep vehicles, half tracks and tanks with turning turrets. A dozen airplanes provide cover. The enemy has put up barbed wire sandbags, tank traps, land mines and logs. Accessories include pistols, rifles, field phones, first aid kits. All pieces of strong molded plastic. Figures 2¼ inches tall
79 N 6012C Shipping weight 7 pounds .. .. Set $9 87

175-piece Set. Just like above, but with fewer pieces.
79 N 6027C—Shipping weight 4 pounds..... Set $4 99

Battlefield Layout Base. Printed terrain on 42x27-inch vinyl sheet.
49 N 6098—Shipping weight 3 ounces..... . .... Each 49c

James Bond and Oddjob meet again!

Secret Agent 007 actually

knife-wielding foot.

a deadly karate

James Bond *plus* weapons attaché case

$6.99

You want action . . you get action with this authentic model of Sean Connery as James Bond! Available only at Sears.

007 is licensed to rub out evil villains. Just press his right arm down. *Crack!* Fast reflex arm gun aims, shoots a bullet sounding cap out of sight. Push his right leg back. *Swish!* Sudden kick springs out harmless knife.

Detailed jointed plastic. Dressed in tuxedo, white shirt, tie. Pack away gun in secret pocket of plastic attaché case.

49 N 5981 Shipping wt. 1 lb. $6.99

Extra Outfits for James Bond

$2.99 to $3.99

007 must dress right when he's on different assignments. Impeccably tailored fabrics. You'll find these only at Sears. Fit figures. Shipping weight each 8 ounces.

49 N 5986 **Summer Formal.** Tuxedo coat and pants, shirt, bow tie. $3.99

49 N 5985 **Sports Outfit.** Casual shirt, slacks, telescopic rifle. $2.99

49 N 5984 **Commander Outfit.** Navy dress jacket, trousers, shirt, tie. $3.99

Oddjob . . Goldfinger's fearsome handyman

$6.99

Perhaps the most dangerous animal on the face of the earth," James Bond said in awe. "Be especially wary. He removes his hat." Oddjob gleefully obeys orders. Push his right arm up towards body. *Hiyaaa!* He flings his hat sideways like a boomerang. Pull his left arm up. . . *Whack!* His forearm chops downward like an axe. Authentically detailed just like the movie version. Plastic figure comes dressed in a cutaway formal suit with rigid plastic hat.

49 N 5982 Shipping weight 1 lb. $6.99

"Charge it" if you wish

BOND

and the world of 007

Get a realistic 4-scene stage, 10 lifelike handcolored figures plus all these working units:

1. Laser-beam Torture Machine
2. Flame-shooting Dragon Tank
3. M's bulletproof Office Desk
4. Revolving-top Pool Table
5. Customized Aston-Martin Car
6. Two-section Hydrofoil Yacht

Everything to recreate Bond's most thrilling adventures

All this for only **$9.99**

Help James Bond challenge ruthless villains and their cunning gadgets. Every item authentically reproduced from actual settings and characters in his 4 great movies "From Russia with Love," "Dr. No," "Goldfinger" and his latest "Thunderball."

With orders from M, head of British counterspies, 007 uses car, scuba gear or other means to get to each villain's hideout. There he must face fiendish machines. But your cleverness sends a hand and Bond soon turns the tables on the bad guys (hurray!). 22x22x5½ in. stage. Plastic units, 3¼-in. figures.

49 N 5980 - Shipping wt. 4 lbs. 8 oz. Set $9.99

LASER MACHINE ...spring-powered slab moves Bond towards

M's DESK ...concealed "glass" rises up to protect ...enemy spy agent

FLIPS

POOL TABLE ...top flips over to ...and head of Evil ...

...Bond's ejector seat, license plate rotates

BARBIE'S DREAM HOUSE

Easy to carry, 3-color sturdy suitcase unfolds quickly and easily into three walls and floor. Comes complete with custom designed easily assembled furniture. House size, 26 x 14½ x 33-inches-

Stock No.	Mfg. No.	Wt. ctn-	Each
480-996	816	27 lbs-	* $ 8.00

Three in a carton

BARBIE'S FASHION SHOP

Easy to assemble Fashion Shop, complete with furniture & mannequin - Folds compactly, has plastic carrying handle. Assembled size, 38½ x 24 x 17½-inches - Doll and clothing not included-

Stock No.	Mfg. No.	Wt. ctn-	Each
492-512	817	51 lbs	* $7.50

Six in a carton

BARBIE LITTLE THEATRE

Props and scenery pieces. 96-page booklet with script for seven different plays. (Dolls & clothing not included)

Stock No.	Mfg. No.	Wt. ctn.	Each
485-813	4090	46 lbs	$ 8.50

Six in a carton

BARBIE WIG WARDROBE

Sculptured head and three glamorous wigs, blonde, brunette and Titian.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-204	871	5 lbs	$ 3.50

Six in a carton

KEN WARDROBE PATTERNS

Twelve pattern envelopes, containing six different patterns-

Stock No.	Mfg. No.	Wt. ctn-	Per Display
490-631	834	9 lbs	* $ 7.20

Six displays in a carton

DEPT. T

MATTEL INC.

MIDGE'S WIG WARDROBE

Midge has a wig for every occasion, new wig wardrobe features sculptured head–which can easily be placed on dolls & 3, glamorous high–fashion wigs - Double pony–tail, Swirl 'N Curl and Topknot Pouf. Each wig wardrobe includes a Wig stand for all three. Self–display–package.

Stock No.	Mfg. No.	Wt. ctn.	Each
481–697	1009	5 lbs.	$ 3.50

Twelve in a carton

BARBIES COLOR 'N CURL

Battery–powered Hair Dryer - Four wigs, change colors & back again. Curlers/pins/comb.

Stock No.	Mfg. No.	Wt. ctn.	Each
486–977	4035	18 lbs	$ 12.50

Six in a carton

SKIPPERS DREAM ROOM

Complete with easy to assemble furniture - including, beds, vanity, table, TV set, lamp and more. Folds away neatly & compact.

Stock No.	Mfg. No.	Wt. ctn.	Each
488–858	4094	39 lbs.	$ 8.50

Six in a carton

BARBIES DREAM KITCHEN/DINETTE

Unfolds easily and quickly into a big combination kitchen, dinette and formal dinning room. Includes, table & chairs/ and complete kitchen utensils.

Stock No.	Mfg. No.	Wt. ctn.	Each
488–866	4095	39 lbs.	$ 8.50

Six in a carton

Cannon Shot Jump

by Marx

- Racers "roar" with power sound
- Stick shift controls
- Exciting banked curves
- Authentic 1/32 scale, cars 5½ in. long

$16.88

Pit the Maserati against a sleek Ferrari . . hold your breath while each takes to the air through the thrilling Cannon Shot Jump. Hear engines thunder as they speed around banked curves. See them battle it out at the criss-cross. Then watch them tangle for the lead on the straightaway.

Includes 20 sections of track, 8 fences, 4 walls for banked curves, 18-volt power pack with rheostat controls, trestle set and even a set of 8 wall pennants. Lap average more than 17 feet, track measures 32x91 inches.

79 N 9502C—Shipping weight 11 pounds $16.88

No Money Down on anything Sears sells

Loop-The-Loop

by Lionel

Spin around the loop, take the banked curve, use your Touch-a-matic control to pilot a D-Jaguar or Ferrari around this most challenging course . . all in ¼₃ scale

$19.88

Watch a D-Jaguar test the mettle of the Le Mans winning Ferrari. You guide the 5½ inch long racers with hand-held controls at speeds up to 275 scale mph. Push-button controllers equipped with an mph gauge which lets you see how fast the cars are rolling. An automatic lap counter on track records number of laps. Includes a flag and flag pole set, 8 guard rails, 20 track sections and 88 rail clips. You get a trestle set, banking pier set, 12 curved track . . plastic with metal conductors. Power pack. Track measures 45x85 inches. Course 17½ feet of racing thrills.

49 N 9524C—Shipping weight 11 pounds.....$19.88

Both Chevys feature front wheel assemblies that turn for fast cornering

Not one, but two hills add zest to this

Double Hill Racing Set

by Marx

Modified Chevys carry over-sized engines . . exciting motor sound . . authentic 1/32 scale cars 5½ in. long

$24.95

Roaring engine sounds make the race track-side exciting. See two Hot Dogger Chevys . . one a convertible, the other a sleek roadster, compete for honors. Four extra-long straight tracks make a razor straightaway, curves trace a double hill obstacle mark this course as a real challenge. A dozen fence sections help make it a "safe" track. Cars roll on Firestone Lunar Ikman tires and are powered by an 18 volt power pack. Track measures a big 43x100 inches. Average lap 20 feet.

79 N 9503C—Shipping weight 20 pounds $24.95

Note: All items on both pages listed operate on 110-120 v., 60-c. AC

1/32 scale Road Race Accessories

Cars. Plastic and metal, rubber tires. About 6 in.

(1) 49N9936—Lotus Ford. Wt. 9 oz. ... $3.97

(2) 49N9939—Willard Battery. Wt. 8 oz. 3.97

3 **Ferrari.** Makes motor noise as it races.
49 N 9938—Shipping weight 9 oz.....$3.99

4 **Maserati.** Makes motor noises as it races.
49 N 9937—Shipping weight 9 oz. ..$3.99

5 **Ferrari GT.** Headlights. Both front wheels turn
49 N 9943—Shipping weight 8 oz. ...$4.69

Maserati. Headlights. Both front wheels turn
49 N 9942—Shipping weight 8 oz. ..$4.69

7 **Hot Rod.** Motor noise. Both front wheels turn
49 N 9940—Shipping weight 9 oz. $4.97

Track and Accessories. Plastic and metal

8 **Curved Track.** 45°, 14½-in. radius. Pkg. of 2
49 N 9913—Shpg. wt. 12 oz. ...Pkg $1.44

9 **Straight Track.** 7½ inches long. Pkg. of 2
49 N 9910—Shpg. wt. 8 oz.....Pkg $1.25

10 **LeMans Start Set.** Angle onto 15-in. section
49 N 9931—Shipping weight 12 oz.. $3.69

11 **Lane Changer Track.** 14¾ in. long. Pkg. of 2
49 N 9916—Shipping wt 10 oz.. Pkg $2.49

12 **Crossover Track.** 4-way intersection
49 N 9941—Shipping weight 6 oz.....98c

13 **Lap Counter Track.** 7½ inches long. Pkg. of 2
49 N 9914—Shipping weight 7 oz. ..$1.79

14 **Jump Track.** 15 inches long . . in 2 sections
49 N 9934—Shipping weight 1 lb. ... $2 19

15 **Mountain Track.** Treacherous twin-hump pass.
49 N 9945—Shipping weight 1 lb.... $2 29

Car Repair Kit (not shown). Includes four tires, extra pins, springs to keep cars racing
49 N 7633—For (1) (2) (3) (4). Wt. 3 oz $1.25
49 N 7630—For (5) (6) (7). Wt. 3 oz.. 1.25

Save this catalog . . you can order toys on pages 441 to 673 until September 1, 1966

HO scale Road Race Parts

Cars. Detailed plastic, metal. 2¾ in. long.

16 **Sting Ray.** A true U.S. sports car.
49 N 9951—Shipping weight 2 oz. $3.77

17 **Jaguar XK-E.** One of Europe's sharpest
49 N 9962—Shipping weight 2 oz. $3 77

18 **Thunderbird.** Really opens up on track.
49 N 9950—Shipping weight 2 oz. $3 77

Track and Accessories. Black plastic, metal.

19 **90° Curved Track.** Package of 2.
49N9948-Shipping wt. 12 oz. Pkg. $1.69

20 **Straight Track.** 8⅛ in. long. Pkg. of 2
49N9944-Shipping wt. 4 oz. Pkg. 98c

21 **Lane Changer Track.** 7¼ in. long. Pkg. of 2
49 N 9958-Shpg. wt 6 oz Pkg $2 79

22 **2-lane Lap Counter.** Records 10 laps each car. Shpg. wt. 4 oz.
49 N 9959. Each $1.59

Repair Kit (not shown). 10 clips, 4 tires pick-up shoes 2 pins, screws. Lubricant. Wt. 3 oz
49 N 7631 Kit 99c

Power Accessories for 1/32 or HO scale

23 **Power Pack.** 18-v DC. 110-120-v 60-c. AC. UL listed. Includes circuit breaker Wt 1 lb 8 oz
49N9963 Each $4.98

24 **Stick-shift Control** 6 in. long Wt. 4 oz
49N9932 Each $2 19

Meet the Whole Troll Family

(1) (2) (3) HERE THEY ARE . . . ready and alive to brighten the Christmas of every member of your family. They'll bring you lots of good luck as only a good troll can. Mama (1) stands 5 in. tall, has bewitched hair. Papa (2) is about 5 in. tall. The baby (3) is a cute 2 in. high.

State Color Number of hair. Mama comes in (520) red (501) white. Papa, Baby in (520) red (501) white and (599) black.

(1) L53T4102–Mama. Ship. wt. 5 oz. **$1.88**

(2) L53T4101 Papa. Ship. wt. 5 oz. **1.88**

(3) L53T4100–Baby. Ship. wt. 1 oz. **66¢**

Wards Offer 171 View-Master Color Subjects to Enjoy With Stereo Viewer or with Projector

Once you have discovered the quality reflected in View-Master equipment and reels, your gift problem will be happily solved for anyone 3 years or older. Adults enjoy these sparkling 3rd dimension Kodachrome color pictures as much as children. Best of all, this is a gift that often becomes a lifetime collection hobby; additional reels can be added throughout the year for birthdays and other occasions. You will receive a brochure of more than 500 subjects with your order, which lists hundreds of titles not included here. Every year, many new releases are ready for the Christmas season. Viewers and projector are precision instruments with rugged, high-impact plastic housing. All are beautifully gift-packed. Mothers tell us that when all else fails, they always rely on their View-Master collection to entertain restless children.

Order Reel Packets from More Than 150 View-Master Titles $1.25

(A) 3-Reel Packet (21 Scenes) $1.25

(A) Each View Master Title Below Consists of One Packet of 3 Reels (21 Full Color Stereo Scenes). Titles marked (*) include an interesting printed story. Titles marked (†) are for Viewers (G), (H), (J) and (K) on facing page only . . cannot be used with projector (F). Dust cover on each reel.

W67 TP 3812—Packet. State Title Number Postpaid..... Each $1.25

Nineteen New Subjects for Christmas 1964

Four Official New York World's Fair Titles: 01-674 Federal and State Area..... 01-671 General Tour
01-673 International Area ... ..01-672 Night Scenes..... Plus: 02-071 Argentina*..... 02-471 Bonanza
03-282 Madam Tussaud's Waxworks*.....02-658 Man on the Moon (NASA Apollo)*
02-376 Mary Poppins (Disney)* 02-025 Panama* 02-520 Pebbles and Bamm-Bamm†* 02 509 Space Mouse*
02-477 Universal City Studios.....03-385 Tulip Time in Holland.. ..02-069 Uruguay*.... 02-050 Venezuela*
01-793 White House*..... 02-508 Woody Woodpecker†* .....02-761 World's Fair of Yesteryear*

YOU'LL FIND SUBJECTS BELOW FOR PRE-SCHOOL, SCHOOL-AGE, TEEN-AGERS AND ADULTS

CHRISTMAS STORIES
02-875 Birth of Jesus*
02 383 Christmas Story
02 381 Littlest Angel*
02-870 Rudolph Shines Again*
01-135 Santa's Village
02-382 Night Before Christmas*

CHILDREN'S FAVORITES
02 532 101 Dalmatians*
02-360 Alice in Wonderland*
02-400 Bambi*
02-518 Beetle Bailey
02-531 Bugs Bunny*
02-521 Cartoon Carnival
02 533 Casper the Ghost*
02-313 Cinderella*
02-525 Donald Duck*
02 317 Goldilocks and 3 Bears
02 314 Jack & Beanstalk*
02 315 Lady & Tramp*
02 310 Little Red Riding Hood
02-528 Mickey Mouse*
02-410 Mother Goose Rhymes*
02-372 Peter Pan*
02-308 Sleeping Beauty*
02 300 Snow White/7 Dwarfs*
02-316 Sword in The Stone
02-511 Tom and Jerry*
02-361 Wizard of Oz*
02 370 20 000 Leagues Under Sea*

DISNEYLAND PACKETS
01-177 Adventureland
01-178 Fantasyland
01-176 Frontierland
01 175 Main Street U.S.A.
01 179 Tomorrowland

STATE PACKETS
01-101 Alaska*
01-170 California*
01-980 Florida*
01-120 Hawaii*

FAMOUS PARKS
01-376 Carlsbad Caverns
01-981 Cypress Gardens
01-296 Glacier National
01-307 Grand Teton Nat'l.
01-889 Great Smoky Nat'l.
01-646 Mammoth Cave Nat'l.
01-684 Rock City Gardens
01-322 Rocky Mountain Nat'l.
01 174 Sequoia National
01-811 Shenandoah Nat'l.
01-306 Yellowstone Nat'l.
01 171 Yosemite National

SPECIAL SUBJECTS
02 90: 7 Wonders of World*
02-570 Beverly Hillbillies
01-554 O'Hare Field, Chicago*

WORLD TRAVEL
02-003 Acapulco
02 096 Africa
02 498 Australia
02-198 Austria*
02 192 Berlin
02 057 Brazil
0. 096 Canada*
02 125 Capetown Africa
02 156 England*
02 140 Egypt*
02 172 France*
02-193 Germany*
03-001 Greece
02-190 Holland*
02-251 Hong Kong*
02 435 India*
02 452 Island of Bali
02 224 Israel*
02 180 Italy*
02 262 Japan*
03 277 London
02 901 Mexico*
03-166 Paris
02 039 Puerto Rico
02 058 Rio De Janeiro
03 329 Rome
02 .24 South Africa
02 17. Spain*
02 485 Switzerland*
02-178 Vatican City

NATURE STUDIES
02 617 Children's Zoo*
0. 581 Detroit Zoo
01 964 Marine Studios, Fla.*
01 965 Parrot Jungle*
0. 23 San Diego Zoo
02-615 Strange Animals of World*
02-618 Wild Animals of Africa*
02-614 Wild Animals of World*
02-612 Wonders of the Deep*

AMERICAN CITIES
01-551 Chicago, Ill
01-415 Dallas, Texas
0. 46 Las Vegas
01-181 Los Angeles
01-963 Miami Fla.
01 966 Miami Seaquarium
0. 946 New Orleans
0. 649 New York City I
0. 65. New York City II
01 654 New York Sightseeing
01-631 Philadelphia, Pa.
01-172 San Francisco, Cal.
01-790 Washington, D. C.
01-919 Williamsburg, Va.

VACATION SPOTS
0 004 Banff Canada
0 486 Black Hills S.D.
0 85. Blue Ridge Parkway
0. 02 Eskimos of Alaska
01-381 Grand Canyon I
0. 382 Grand Canyon II, Rim
0. 190 Hearst Castle
0. 123 Honolulu, Waikiki
0. 122 Hula Dancers, Hawaii
01-235 Knott's Berry Farm*
01-007 Lake Louise, Canada
0. 876 Lookout Mountain, Tenn.
0. 88 Marineland of Pacific*
0. 487 Mount Rushmore
0. 814 Mount Vernon
0. 65. Niagara Falls Scenic
0. 36. Painted Desert
0 321 Pike's Peak
0 62 Redwood Highway
0. 652 Rockefeller Center
01 998 Scenic U.S.A.*
0. 964 Silver Springs, Fla
0. 651 United Nations
0. 967 Water Ski Show Fla.
0. 991 Week's Wachi
01-326 Wisconsin Dells

(B) Save 25%. Economy Pack contains 7 Reels (49 different scenes) for 3 dimension stereo viewing with Viewers (G) through (K) or 2 dimension viewing with Projector (F). Subject material has been selected for family pleasure . . several reels are of interest to adults, as are tape or our popularity poll. These reels do not include story folder or dust jacket.

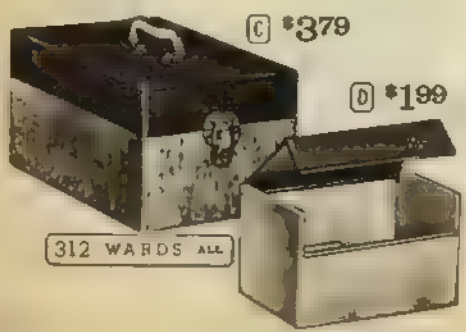
015 America's Man in Space
017 Animals of the World
010 Beginners Bookshelf
004 Vacationland East U. S.
004 Vacationland West U. S.
013 Classic Stories
009 Disney Tales
008 Disney Cartoons
016 Disneyland
002 Far Places
012 Fairy Tales
018 Nature Subjects

State Packet No. Ship. wt. 4 oz. each pack.
267 T 3804—One Pack $2.19; 2 Packs $4.20

Children's Subjects in the Group below are for Viewers (G), (H), (J), and (K) only, will not Project with (F)

02 515 Bullwinkle*†
02 512 Huckleberry Hound*†
02 474 Lassie and Timmy*†
02 506 Mighty Mouse*†
02 516 Popeye*†
02 504 Quick Draw McGraw*†
02 475 Roy Rogers Roundup*†
02 514 Flintstones*†
02-513 Topcat*†

ORDER ADDITIONAL VIEWMASTER SLIDES AND VIEWERS THROUGHOUT THE YEAR, FOR GIFT OCCASIONS



(C) $3.79

(D) $1.99

Projector Case

(C) For storing and transporting Projector (F) on facing page. Luggage-type clasp fastens cover securely. Compartment for reels and extra lamp (not included).
67 T 3847—Ship. wt. 3 lbs.....$3.79

(D) Library Viewer Case. Holds Viewers (G) through (K) on facing page, plus reels. Rugged plastic. 8½ x 5 x 5½ in.
67 T 3801—Ship. wt. 2 lbs ...$1.99

Table-Top Screen $2.89

(E) White Magic glass-beaded screen may be hung on wall or used on table-top; spring wire easel supports back. Rolls compactly for storage. 22 x 30 in. overall. Will last for years, given ordinary care. Ship. wt. 2 lbs.
67 T 1006—Only....$2.89

Year 'Round Joy With... 3-D Color Scenes

EDUCATIONAL ENTERTAINING SUBJECTS; CARTOONS, FAIRY TALES, TRAVEL

Standard Viewer With 1 Reel **$1.47 Ea.** **(in Lots of Two)**

(G) STANDARD VIEWER. Snap-in insert picture reel or reels pictured, and enjoy realistic 3rd dimension Stereo. Viewer must be held toward light source. Fingertip lever advances reel. Double the fun . . . buy two and save

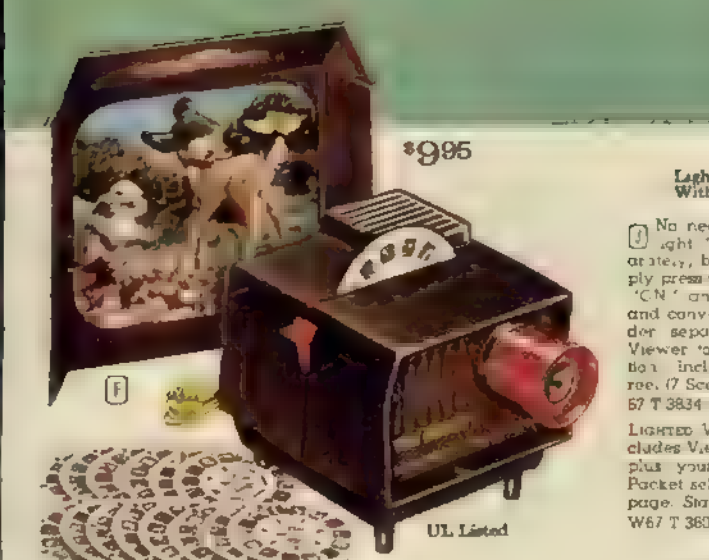
67 T 3806—Viewer with one special 7-Scene Reel. Wt. 10 oz. **$1.54; 2 for $2.94**

STANDARD VIEWER WITH 4 REELS. Viewer (G), one special reel, plus your choice of one 3-Reel Packet (21 Scenes) selected from (A) on facing page.

W67 T 3810—*State one Title No. from (A) on facing page.* Ship. wt. 12 oz. **$2.79**

(H) STANDARD VIEWER WITH 7 REELS. Viewer (G), plus 7 reels (49 scenes). Includes 3 reels on Yogi Bear and Huckleberry Hound, 3 reels on Quick Draw McGraw, and one reel on Chilly Willy. In gift package ready to wrap.

67 T 3807—Viewer with 7 Reels. Ship. wt. 1 lb. 9 oz. **$3.74**



Standard Viewer With 7 Reels **$3.74** (H)

$9.95

UL Listed

2-D Color Projector

WITH SCREENETTE, 14 REELS

(F) INSTANT ENTERTAINMENT FOR "STAY-IN-DAYS" or parties. All reels except the few marked with (J) (or opp. pg.) can be projected in 2 dimension. Use handy Screenette 9¾x9¾, provided, or use Table Top Screen (K) opposite, or use your regular projection screen. You'll be delighted with the color, clarity and sharpness of these pictures. 3C watt bulb included, as well as 14 reels (98 scenes). For 110-120 volt AC-DC

67 T 3825—Ship. wt. 6 lbs. Complete Outfit **$9.95**

67 T 3263—REPLACEMENT LAMP for Projector (F). Wt. 2 oz. **99c**

Lighted Viewer With One Reel **$3.49**

(J) No need to hold Viewer up to light. Two batteries (order separately, below) provide light. Simply press top of Viewer to turn light "ON" and enjoy extra brilliance and convenience. Transformer (order separately, below) converts Viewer to 110-120 volt AC operation. Includes one demonstration reel. (7 Scenes)

67 T 3834—Ship. wt. 1 lb. 2 oz. **$3.49**

LIGHTED VIEWER WITH 4 REELS. Includes Viewer and Reel (J) above, plus your choice of one 3 Reel Packet selected from (A) on facing page. *State Packet No. selected.*

W67 T 3803—Ship. wt. 1 lb. 4 oz. **$4.74**

Lighted Viewer With 7 Reels **$5.74**

(K) Includes Viewer (J) above plus 7 Reels (49 Scenes). There are 2 reels each on Yogi Bear, Quick Draw McGraw, the Flintstones, and one reel on Topcat

67 T 3813—Ship. wt. 3 lbs. **$5.74**

TRANSFORMER. Converts (J) and (K) to electric operation. Wt. 5 oz.

67 T 3802—For 110-120-volt AC **$2.79**

BATTERIES. For Viewers (J) and (K). Package contains two "C" batteries.

67 T 3217—Ship. wt. 4 oz. Pkg. **30c**

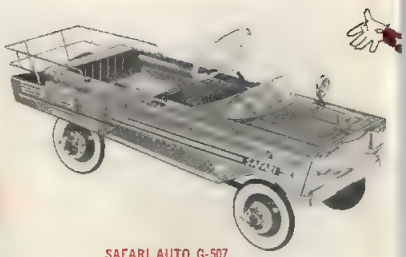
(J)

(K)

Charge It'
See Pg. 359

HI-BALL HAND CAR G-555

Newest wheel toy on the sidewalk—a stand up pumper. Single control handle—pump up and down for motive power, twist right or left to steer. Bonded non-skid safety treads. Finished in yellow, with bright green trim.



SAFARI AUTO G-507

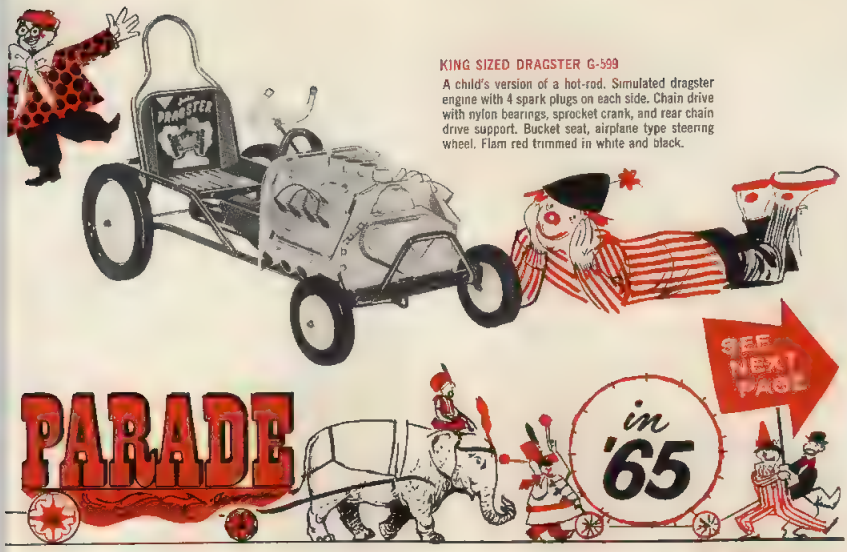
New "cross country" auto for a child's sidewalk-safari to Africa. Aztec gold trimmed in white and red. Pedal drive with 3-position pull straps and nylon bearings. Rear view mirror and gear shift. Plated hand rails for rear trunk extension.

FLYING DART SCAT CAR G-598

A new model of sidewalk speedster. Chain drive with nylon bearings. Tubular steel frame. Airplane type steering wheel with red tips. Red with white wheels and seat, trimmed in black.

BIG 4 TRACTOR G-538

Finished in flam green with black hood support. Chain drive, with ball bearing crank and nylon rear axle bearings. Metalized simulated motor block. Attractive umbrella in white and green. Four wheels mean extra stability.



KING SIZED DRAGSTER G-599

A child's version of a hot-rod. Simulated dragster engine with 4 spark plugs on each side. Chain drive with nylon bearings, sprocket crank, and rear chain drive support. Bucket seat, airplane type steering wheel. Flam red trimmed in white and black.

...RIDE ALONG WITH AMF

See all the newest models in wheel goods at the AMF Toy Fair Headquarters—Room 800, 500 Fifth Avenue. Or write L. E. Wilson, AMF Wheel Goods Division, Olney, Illinois 62450

JUNIOR ROADMASTER
SUPER DELUXE SIDEWALK BIKE G-990
WITH MOTOROAR-R UNIT

New racing motorcycle design with simulated instrument panel. Motoroar-r unit with twist grip handlebar control adds realistic sound. Large polo saddle. Flam red with white trim, chrome fenders.

VELOCIPEDE G-965

Duo-deck 2" steel tubing backbone. Riser type adjustable handlebar with white sabre knuckleguards. New deluxe leopard saddle. Finished in flam gold.

Ride the AMF Monorail at the New York World's Fair

AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois 62450

Great New Bicycles from AMF

AMFLITE 5677

The advanced design bike built for better balance, easy maneuverability, easier riding. Single sweep strut-like top bar. A Continental flair in an All-American bike. Finished in flam gold.

NEW 24+20 T-5477

Completely new—completely different. AMFlite frame, 24" wheel in rear for increased power, 20" wheel in front for quick maneuvering. New design TWIN-STRUT handlebar for added strength.

...A BIKE FOR EVERY RIDER!

RENEGADE III T-1279

The sensation of the '65 season. Three speed with handlegrip controls. 20" wheels with studded tire in the rear for fast traction. New leopard saddle gives dash and color. Finished in flam gold.

HERCULES LIGHTWEIGHT 5000

The ultimate in English style lightweight bikes. Three speed hub with twist grip control; two bulb generator headlight; lightweight chrome rims. Finished in flam gold.

Ride the AMF Monorail at the New York World's Fair

AMF WHEEL GOODS DIVISION

American Machine & Foundry Company • Olney, Illinois 62450

Facts About Road Racing

On the next six pages, you will be seeing the results of the efforts Wards has made in the past year to bring you the finest selections of the many different types of road racing sets available today. You'll have a look at each of the most popular size scales . . and some added attractions like the Cox gas-powered models. If you're interested in model road racing (and we're sure you are) there'll be a set exactly right for you, or for the lucky boy who'll be getting it as a gift. Beginning with the smallest scale . .

HO (1/87) GAUGE. The primary feature of this gauge is its size. Small and compact, it is possible to have a really imposing layout in a rather limited space, something that is often difficult to do with one of the larger scales. The cars are well proportioned, approximately 2½ inches long, well detailed, exceptionally fast (up to 600 scale mph.), and a lot of fun to race.

SUPER O (1/48) GAUGE. A new concept in model racing, but already has its share of racing fans. Cars, parts and accessories are readily available. As you move up in size, you need more room in which to work, but a basement or den is still big enough. Both cars and motors move up in size yet the sets are small enough to pack a lot of realism and scale mileage into a given space. Cars about 4 in. long.

1/32 SCALE. Here is the most popular large size, and it's easy to see why. These sets offer everything a racing fan wants . . speed, detail, variety and compactness. Cars about 4½-6 inches long. More parts, accessories and cars are being made for 1/32 than for any other. You'll get lots of "gimmicks" with your Gilbert "See-Saw"; loads of racing fun with the unique "Slot-Lok" on the Varney; and Day and Night racing, car kits, and a Talk of the Town Value with the Strombecker sets.

1/20 SCALE. This is the largest size we offer, and the big size makes for more complete detailing, hence more realistic cars. The gas-powered road race is something new, and can be run outdoors as well as in basements or "rec" rooms. Cars about 9-in. long.

ACCESSORIES. You name it, chances are we've got it . . for HO, O, 1/32, 1/24, 1/20 . . chester sticks, decals, competition rear-ends, hubcaps, "grass" coated boards on which to build and expand your set, even a special road race storage case.

YOUNG BEGINNERS. The Cragstan and Minisport sets are a good way to get the feel of road racing . . just see where your enthusiasm will take you!

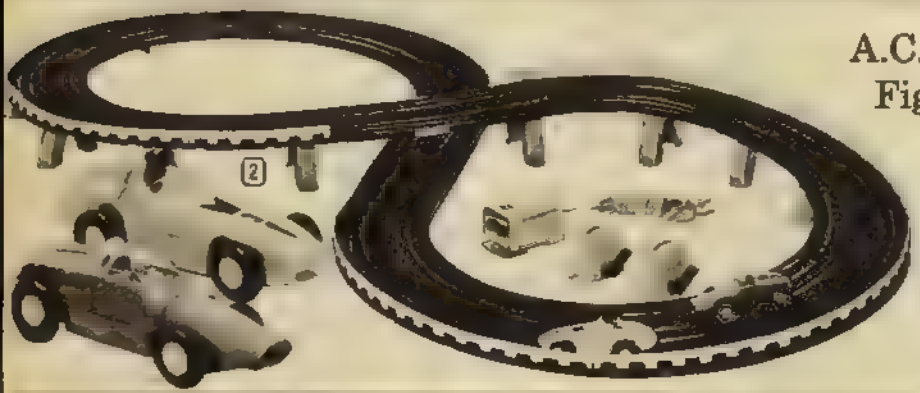
Now you have the complete story . . the whys and the wherefores on model road racing. One set will be just the one for you, and each has a large enough following so you won't be off by yourself. Which way will you go?

NEW A.C. Gilbert See-Saw Jump $17.99

[1] RIGHT OFF THE DRAGSTRIPS come Gilbert's Souped-up 1940 Fords . . bursting at the seams with power to roar around the 220-in. track. It takes skill to make these cars negotiate the New See-Saw Jump . . if your approach is right, you'll zoom over the jump and land in your lane. Or, use it as a regular See-Saw with no jumping. Pike Master power pack.

The Flip-flop Chicane lets you cause your opponent's car to change lanes as your car's wheels automatically throw flip-flop switch. Individual accelerator controls. Set includes: 2 cars, curved and straight track, 14-pc. ramp set, Flip-flop Chicane, See-saw jump, fencing, controls, power-pack, customizing decal kit.

48 T 8063 —Ship. wt. 10 lbs. $17.99



A.C. Gilbert's Over 'n Under Figure 8 with Indy Racers

43-Piece Set $12.88 At Wards

[2] 'ROUND 'N 'ROUND . . OVER 'N UNDER—2 independently controlled Indy racers give you plenty of thrills, spills and chances to test your skills . . so it's up to YOU to win. Cars are powered by D.C. motors, with you and your opponent at the controls, each with its own speedometer. Set includes: 2 cars, straight and curved track, fencing, ramp set, controls, AC power pack.

48 T 8062—Abt. 180-in. of track. Wt. 7 lbs. $12.88

[3] 48 T 8067—XKE Car. 5½ in. long. Wt. 6 oz. . . . . Kit $5.49

[4] 48 T 8069—LAP COUNTER. Counts to 10. Wt. 1 lb. Each 3.49

[5] 48 T 8085—SELECT-A-LANE TRACK SET®. Wt. 12 oz. Set 5.49

[6] 48 T 8086—FLIP-OVER CHICANE®. Wt. 1 lb. 2 oz. Each 5.49

48 T 8065—7-IN. STRAIGHT TRACK. Ship. wt. 3 oz. . . . Each 39¢

48 T 8067—7-IN. CURVED TRACK. Ship. wt. 3 oz. . . . Each 39¢

48 T 8097—15-IN. FENCE SET. White. Ship. wt. 4 oz. . . Set 99¢

48 T 8070—RAMP SET. Make hills. Ship. wt. 8 oz. . . Set $2.89

48 T 8083—SEE-SAW JUMP. Ship. wt. 3 oz. . . . . Each 2.89

48 T 8084—FLIP-FLOP TRACK SET®. Ship. wt. 12 oz. Set 3.49

48 T 8088—"OFFY" INDY RACE CAR. Wt. 6 oz. . . . . Kit 4.95

48 T 8089—1940 FORD ROD. Ship. wt. 6 oz. . . . Kit 4.79

48 T 8094—SPEED CONTROL. Ship. wt. 3 oz. . . . . Each 1.99

48 T 8095—3 PICK-UP SHOES. Ship. wt. 1 oz. . . . . Set 54¢

48 T 8100—3 CENTER PICK-UPS. Ship. wt. 1 oz. . . . . Set 50¢

*48 T 8085, 48 T 8086, 48 T 8084 will not work on Road Races 48 T 8062 and 48 T 8098.

[7] $8.97

Tri-Oval Road Race

[7] GILBERT TRI-OVAL ROAD RACE. Sets up in seconds. Two authentic 5-in. Indianapolis racers, each controlled with rheostat speed controls. See Pg. 3 for complete details. Ship. wt. 5 lbs.

48 T 8098 X—32-Pc. Set. $6.97

8 $26.95

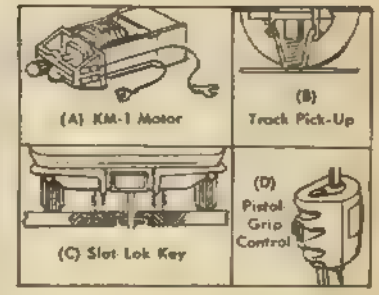
Varney Slot-Lok Road Race

FORWARD AND REVERSE . . CARS CAN BACK UP OR SPIN AROUND AND GO IN OPPOSITE DIRECTION

8 HERE'S A REVOLUTIONARY NEW CONCEPT in model road racing—from Varney comes the New 1/32 scale Slot-Lok Road Race. The cars can spin a full 360°, and slide into the curves at top rpm, but won't leave the track. Slot-Lok key (C) can be removed and replaced with conventional pick-up (48 T 8177) to let you use your super-fast Varney cars on most 1/32 and 1/24 roadways. The beautifully detailed cars have 2 speeds, and can be run in either forward or reverse . . you'll be getting a Corvette Sting Ray and a Jaguar XKE powered by the powerful KM-1 motor (A) for fast pick-ups and smooth responses. Specially designed spring-tension track pick-ups (B) eliminate track dead spots, yet have minimal friction drag. There'll be no slow downs on the Varney!

Mobile pistol-grip control (D) has finger-tip speed controls with speedometer, forward/reverse shift . . throttle lock for steady speeds. The track snaps together in minutes and won't loosen. Complete set: about 192 in. of track, fence sets to curb spin-outs: 2 cars, 2 racing controls, power-pack. Features on features . . it's a set that's hard to beat, and it's Wards exclusively.

48 T 8176—34-Pc. Set. Ship. wt. 11 lbs. ..... Set $26.95
48 T 8177—Sting Ray Kit. Ship. wt. 8 oz. ..... Kit 4.49
48 T 8178—XKE Kit. Ship. wt. 8 oz. ..... Kit 4.49
48 T 8179—Conventional Pick-up. Wt. 2 oz. ... Each 50c
48T8180—12-in. Straight Track. Wt. 1 lb. 11 oz. Each 1.19
48T8181—12-in Curved Track. Wt 1 lb. 11 oz. Each 1.19
48 T 8182—12-in. Fence Set. Ship. wt. 2 oz. ..... Set 79c



New Cox Gas Powered Road Race

ONLY $33.95 at Wards

VIRTUALLY INDESTRUCTIBLE TRACK
45 ACTUAL MPH

9 REAL GAS ENGINE POWER! Real Racing Sounds. Real Racing Speeds. An exciting new development in road racing . . the new Cox gas-powered road race. The .049 engine develops 18,000 rpm and speeds up to 45 ACTUAL mph. The cars are locked in place . . won't leave the track. The 1/20 scale gives you excellent detail . . the cars are real beauties. The 2 Sting Rays are about 4 in. long: one has a brilliant blue body, red interior; one is fire-engine red outside, blue inside. Both have a rugged steel chassis with the engine completely installed, ready to run. Just snap on the body, fuel 'er up, and off you go! With detailed dash, chrome accessories, racing slicks for fast take-offs. And all it takes is a flick of your finger to start.

You get 37 feet of virtually indestructible track. Fuel, starter battery, and other needed accessories, order kit below. See Pg. 311 for additional Cox Racing Cars. Order with track guides (48T 8199 below) for use on track.

48 T 8194 M—Ship. wt. 28 lbs. $33.95

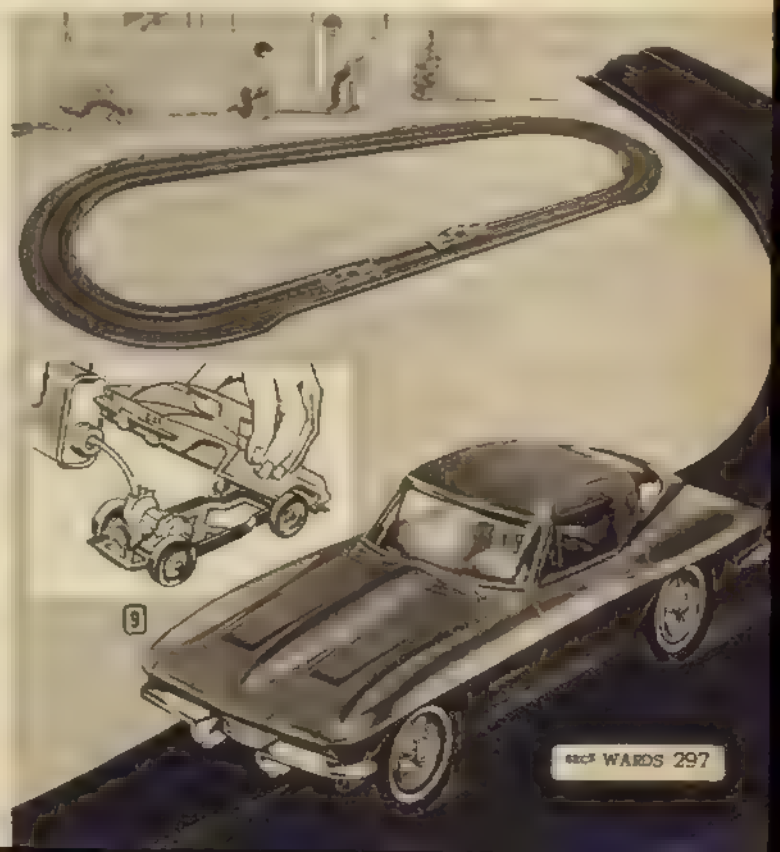
ACCESSORY KIT 1½-volt battery, ½-pint racing fuel, filler cap, filler tube, glow plug clip, and wires, engine wrench, tether line, 130 feet high grade 40-lb. test dacron line, 8 anchor pins and car handle.

48 T 8195 . . Ship. wt. 2 lbs. 5 oz. Kit 5.88

48 T 8197 M—24-in. Straight. Ship. wt. 1 lb. 4 oz. ..... Each $1.49

48 T 8198 M—30° Curve. Ship. wt. 1 lb. 6 oz. ..... Each $1.69

48 T 8199—Pair Track Guides. Ship. wt. 4 oz. ..... Pair 39c



9

SAVE THIS CATALOG TOYS AVAILABLE UNTIL OCT. 1, 1965

Day and Night Road Race Set $19.99

[1] STROMBECKER, THE NAME IN AMERICAN MODEL ROAD RACING, brings you a 1/32 scale set with working lights. Try this one for extra fun. Race at night: turn off the house lights and watch these cars swirl around the over 'n under figure 8 track. It's exciting, and it's a Wards exclusive.

Your Gran Turismo Ferrari Berlinetta and Jaguar XKE, both brilliantly colored, roar off from a Le Mans start on to the 134-in. track and slide into the curves, up the hill in the obstacle track where only one car can go at a time. Both cars finely detailed by skilled craftsmen.

Complete set: XKE, Berlinetta, 2 rheostat controls for independent racing, power pack, fencing, overpass supports and instruction booklet. To expand your set, see the complete listing of accessories and track below

48 T 8126—Ship. wt. 6 lbs. 12 oz. $19.99

Strombecker 1/32 Car Kits $2.94 Each

[2] TO [6] STROMBECKER 1/32 CAR KITS. Easy to build. Complete with motor, customizing decals and parts. Dragster (6) for drag racing only. Price, weight apply to all nine kits.

Ship. wt. 8 oz. each. $2.94

(2) 48 T 8128—OWEN BRM.
(3) 48 T 8131—MIDGET 8/1 RACER
(4) 48 T 8005—COOPER FORMULA 1.
(5) 48 T 8004—INDY 5/1 [illegible]
(6) 48 T 8132—DRAGSTER.

[illegible]
48 T 8129—PORSCHE RS 61
48 T 8008—JAGUAR XKE.
48 T 8130—LOTUS MK XIX
48 T 8009—FERRARI BERLINETTA

Car and Track Accessories For 1/32 Scale

[9] LAP COUNTER WITH TRACK. Seating area, scoreboard, windows. Counts to 99, won't slow cars. With decals.
48 T 8015—Ship. wt. 1 lb. 8 oz. . $4.97

[10] JUMP TRACK. Terrain base, pylon overpass supports, pond, 12 in. long.
48 T 8136—Ship. wt. 12 oz. $2.79

[11] PAIR OF CRISS-CROSS TRACKS. Cars change lanes, won't lose control.
48 T 9013—12 in. long. Wt. 8 oz. $2.97

[12] LE MANS STARTING TRACK
48 T 8137—Ship. wt. 12 oz. $2.29

[13] PIT GARAGE KIT. 8x6x4 in. high. Green and white with doors, railings, stairs and brickwork, and decals.
48 T 8139—Ship. wt. 9 oz.. $1.49

[14] PAGODA CONTROL TOWER, TICKET BOOTH. 6x4x7 in. high. With decals.
48 T 8138—Ship. wt. 11 oz.. . $2.39

[15] PROFESSIONAL POWER PACK. Variable voltage. Race with 12, 18, 20 or 24 volts. Overload light shows shorts.
48 T 8140—Ship. wt. 1 lb. 7 oz. [illegible]

[16] STARTING MAN. Race is on automatically when flag drops. Hand painted.
48 T 8135—With wires. Wt. 3 oz.. $1.19

[17] STANDARD POWER PACK. Constant power to 2 lanes. On-off switch, circuit breaker. UL Listed Cord
48 T 8016—Ship. wt. 1 lb. 8 oz.. . . $6.49

[18] RHEOSTAT WITH BRAKE CONTROL THROTTLE. Pistol-grip speed control with thumb controlled brakes. Speedometer shows scale mph.
48 T 8134—Ship. wt. 3 oz. [illegible]

[19] 12-VOLT MOTOR. Carbon brushes, bronze bearings, brass pinion gear
48T8147—Gear and shaft. Wt. 2 oz. $1.98

[20] COMPETITION ACCESSORY GROUP. Hubs, gear and pinion; screw axles, nuts; front, rear brass bushing. Instructions.
48 T 8144—Ship. wt. 1 oz. $1.49

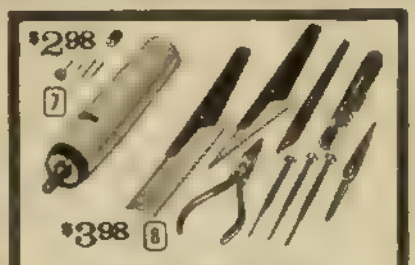
PAIR, 12-IN. STRAIGHT TRACK.
48 T 9010—Ship. wt. 12 oz. Pair $2.27

PAIR, 12-IN. CURVED TRACK, WITH FENCE.
48 T 8011—Ship. wt. 12 oz. . Pair $2.27

SET OF 8 PYLON OVERPASS SUPPORTS.
48 T 8141—Ship. wt. 2 oz. . . . . Set 77c

48T8145—HEADLIGHTS. 1 oz. . . . Pair 79c

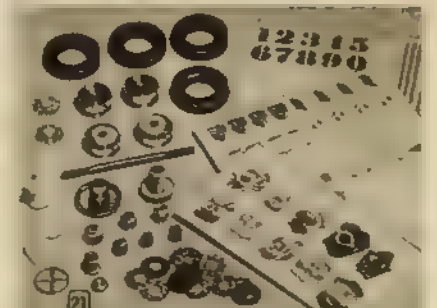
ACKERMAN STEERING, front end conversion kit. Includes brushes, wire wheels, knock-off pins. For better performance. Instructions.
48 T 8146—Steering Kit. Wt. 12 oz $1.09



Hobbyist Tools

[7] CORDLESS DRILL: 032 and 0375 bits, sanding drum, de-burrer and router, .042 shank. Uses 2 "C" cells. Order from Page 306.
48 T 8148—Ship. wt. 6 oz. . $2.98

[8] DELUXE TOOL KIT. With 3 screw Drivers, 1 needle-nose pliers, criss-cross tweezers, hobby knife, keyhole saw, razor saw and [illegible]
48 T 8133—Ship. wt. 8 oz. $3.98



1/32, 1/24 Accessories

[21] 1/32 SCALE COMPETITION ACCESSORY Assortment. Contains 4 deluxe wire wheels, 4 chrome slicks, competition rearend kit, 24 hubcap inserts, 3 sheets of decals for customizing, driver, steering wheel and gear assortment.
48 T 8142—52 Pc Set. Wt 8 oz.. [illegible]

1/24 SCALE ACCESSORY ASSORTMENT. Similar to (21) but for 1/24. With racing control with brake, adj. chassis.
48 T 8143—Ship. wt. 8 oz..... $5.66

No matter what happens on the range, you'll be ready with Penneys Johnny West Gun Set . . . blast "bad guys" with the Western-styled rifle—shoot it out with 2 pistols—fill your canteen for the dusty trail

1 3.66

Nothing will make you feel more like a real cowboy than the feel of this authentic Johnny Eagle shooting gear . . . it's almost like the real thing!

ZING

ZING

2 10.66

BANG

BOOM

3 5.44

BANG

BANG

4 3.99

1 PENNEYS JOHNNY WEST GUN SET. Lever action rifle fires caps. 2 cap-firing pistols shoot soft plastic bullets. Richly embossed holster holds both pistols and comes with 8 bullets. Canteen holds plenty of water. 16 extra bullets. All plastic construction.
X 924-5432 R—Shpg. wt. 3 lbs. 8 oz.* 3.66

2 JOHNNY EAGLE RED RIVER GUN SET. Western gun outfit Lever action rifle shoots with realistic ricochet sound. Six-shooter pistol has an ejection rod, leather thong on barrel. Guns fire caps, bullets, and eject shell casings. Each gun comes with 6 bullets. Western wall plaque holds both guns.
X 923-3966 R—Shpg. wt. 4 lbs. 12 oz.*/**. 10.66
X 923-3982 R—(Rifle only) Wt. 2 lbs. 4 oz.** 5.77
X 923 3990 R—(Pistol only) Wt. 2 lbs. 4 oz.*. 3.77

3 SHOOTIN' SHELL® BUFFALO HUNTER SET by Mattel. Young frontiersmen will like the 26 in lever action Winchester® which ejects shells after single or rapid fire. Fanner pistol with holster. Flexible knife with leather scabbard. Guns shoot caps or shells. Ammunition included.
923-4022 R—Shpg. wt. 2 lbs. 9 oz.** 5.44

4 MATTEL SHOOTIN' SHELL® WINCHESTER loads, ejects realistic bullets and fires caps single-shot or rapid fire. Fanner 50® pistol can be fanned for smoking action uses roll caps. Tooled Dura-Hyde holster. 2 Shootin' Shells. 6 bullet rosses.
X 923-2893 R—Shpg wt. 2 lbs. 2 oz.*/**... 3.99

5 DELUXE DOUBLE HOLSTER SET. You'll like the feel of 2 Ranger six shooters, and the looks of their handsome holsters. Natural top grain seat set holster is fully decorated with bronze studs, pearlized reel-looking swirls, and hand lacing on pockets. Adjustable belt. 6 metal bullets leather leg ties
X 923-4030 R Shpg. wt. 2 lbs. 8 oz.*. . . . 4.44

6 BONANZA DOUBLE HOLSTER SET. Copies of two die-cast metal 50-shot cap repeater pistols with plastic stag grips. Embossed natural top-grain leather holster. Belt with metal buckle holds 6 silver colored bullets (incl.). Leather leg ties.
X 923-8932 R—Shpg. wt. 2 lbs. 8 oz.*..... 3.66

7 GUNSMOKE DOUBLE HOLSTER SET. 2 Ranger repeating pistols fire roll caps. Beautifully embossed tip grain leather holster is adjustable and has embossed metal buckle. Leather leg ties
X 923-8924 R -Shpg. wt. 2 lbs. 8 oz.*. .. 3.66

8 DELUXE EMBOSSED DOUBLE HOLSTER SET. Features 2 big Marshal 50-shot cap repeaters. Gunslinger-type holsters and a 2-piece adjustable belt. Metal buckles leather leg ties
X 923 8965 R—Shpg wt. 2 lbs.* 3.88

9 COWHAND DOUBLE HOLSTER SET. Includes 2 Cowhand metal 50-shot cap repeaters. New durable gate-cylinder loading. Ebony-toned plastic grips. Embossed leather holster. 1-pc belt. Ties
X 923-8940 R—Shpg. wt. 1 lb. 2 oz.*..... 2.88

10 DECORATED DOUBLE HOLSTER SET. With pair of Cowhand pistols as in 9 above. Natural top-grain leather holsters have metal studs, sparkling glass jewels, 6 metal bullets. Leg ties
X 923-8957 R—Shpg. wt. 1 lb. 2 oz.*. . .. 2 88

A CHEROKEE INDIAN. What a western toy! Fully movable Indian can be posed to run, sit, or ride. He's a big 11½ in. and of highly detailed plastic. Ceremonial, battle, and personal accessories include -money belt, peace pipe hides, shield, mask, headdress, drum, dagger, spear, clubs, Winchester®, bow, arrows, and much more. 1 lb. 3 oz.
X 923-4147 A..... 2.66

B THUNDERBOLT. This is the western range horse that carries Johnny West or Cherokee brave to fast-shooting adventure. He's completely outfitted for action with a western saddle, bridle, saddle bags, and horse blanket. Thunderbolt is big he measures 11½ in. in height and is made of highly detailed polyethylene plastic. Shpg wt 1 lb. 2 oz.
X 923-4154 A.. ..... 2.22

C JOHNNY WEST THE COWBOY. So real you almost expect him to say! Soft leather. Make him stand sit, or kneel. He's fully articulated and a big 11½ in. tall. Marked in faithful detail, his gear includes dungaree shirt pants and saddle boots Plastic accessories include Stetson, vest, chaps, spurs, pistol, holster, belt and bull whip 1 lb. 2 oz.
X 923-4113 A 2 66

D MINIATURE DOUBLE HOLSTER SET. For little cowpokes. Top-grain tooled tan cowhide holster has ½ in. belt and silver-tone nailhead decoration. 2 single-action "Pat" cap pistols.
X 923-4196 R—Shpg. wt. 13 oz.*. 1.47

E MINIATURE DOUBLE HOLSTER SET. Even a very small "sheriff" can be quick on the draw with this embossed top-grain leather holster set. With 2 single-action "Pat" cap pistols.
X 923-4204 R—Shpg wt. 13 oz.*. 1.47

F QUICK DRAW HOLSTER SET. You'll "draw down" lightning fast with the chrome plated die-cast pistol. Fires up to 250 caps Genuine cowhide gunfighter holster has nickel plate buckles
X 923-4170 R—Shpg. wt. 1 lb. 4 oz.*. 2.22

G DECORATED SINGLE HOLSTER SET. Black simple holster made of top-grain cowhide. Pretty trimmed with silver color nailheads. With lucky rabbit's foot and Cowman cap pistol
X 923-4188 R Shpg wt. 12 oz.* 1 99

H MATTEL WINCHESTER® SADDLE GUN. Has secret automatic trigger for rapid-fire action. Cocking lever fires and ejects 8 metal play bullets (incl.). Smoking barrel, front and rear sights.
X 923 4162 R—Shpg. wt. 1 lb. 12 oz.* . .. 3.99

I DAISY LAWMAN RIFLE. "Spittin' image" realism. Cocks by lever action. Pull the trigger you hear a loud shot, see smoke, feel the recoil. Blued steel barrel, wood-grained plastic stock. Rifle is a giant sized 34 in. long
X 923 2679 A—Shpg wt. 3 lbs. 12 oz..... 4.44

J WESTERN SCOUT. Fires up to 250 roll caps. Metal barrel and breech. Fancy plastic stock.
X 923-8981 A—Shpg. wt. 3 lbs..... 2.88

K MATTEL SHOOTIN' SHELL® WINCHESTER®. Loads, fires, ejects shells (2 incl.).
X 923 2695 R—Shpg. wt. 1 lb. 10 oz.**... 2.22

L DAISY AUTOMATIC SMOKER. Lever action with a loud BANG. Metal and plastic
X 923-2661 A—Shpg. wt. 2 lbs.. ..... 2.44

M DAISY RICOCHET SMOKING RIFLE Just cock the lever and pull the trigger after a "shot-like" POW!, you hear the loud ricochet whine 34 in. long. Blued-steel barrel plastic stock
X 923 8999 A Shpg wt 2 lbs 8 oz 3.66

*Not sold to residents of New York City

**Not sold to residents of Delaware.

Caps not included with any cap-firing gun.

Who would have guessed that *Secret Sam* is here!

6.99

SECRET SAM SUPER SPY KIT. He looks like a ordinary businessman and that handsome attaché case is really a spy kit! He greets the enemy agent and is ready as soon as his enemy's picture is taken. The enemy tries a... But he's not going to escape a button is hidden and fires out of a disguised barrel and that's one less to worry about! Secret Sam suddenly finds himself surrounded. He snaps open the case—it's a complete arsenal inside are a pistol with finger-grip handle that rarely shoots plastic bullets, a silencer for secret assassination attachment that converts the pistol into a powerful rifle, an attachable periscope sight, a tubular sight for long range accuracy, a secret message missile and the hidden camera ready to be removed for photographing documents. ... Plastic and metal, all ... plastic ... Remember, you can also ... your order—with no down payment. See page 327 for ordering.

X 924-5275 Shpg. wt. 4 lbs. . . . 6.99

Looks deadly dangerous, he's that cunning agent ZERO M

[1] **AGENT ZERO M** is on the prowl. Watch that innocent-looking portable radio—Snap! it's a rifle! Now watch the birdie as he takes your picture with his camera—Snap! it's a pistol! Zero M writes a secret order—What's this? The ink disappears! Only you are able to reveal the invisible ink. Realistic-looking camera becomes a cap-firing pistol, portable radio becomes cap-firing pistol, both at the push of a button. Zero M Jet-Coder comes with pen, supply of ink, and decoding glasses. All are packed in a corrugated attache-case box. Weapons are made of sturdy plastic and metal, use standard roll caps.

X 923-2752 Rf—Wt. 2 lbs. 4 oz. 4.44

[2] **ZERO M PORTABLE RADIO** (described in [1], above).

X 923-2828 Rf—1 lb. 1 oz... 2.22

[3] **ZERO M CAMERA** only

X 923-2836 Rf—Wt. 7 oz. 1.44

[4] **KA-WHOOMPHI SONIC-BLASTER** is the latest from Agent Zero-M's ballistics laboratories. Pump the handle until the Sonic-Blaster signals it's ready with a "hiss". Then, aim and fire! Blast of air will actually put out a match 40 ft. away! Comes with cardboard airfield targets, easy to assemble. Made of plastic and metal

X 923-2802 Rf—Wt. 2 lbs. 4 oz. 6.99

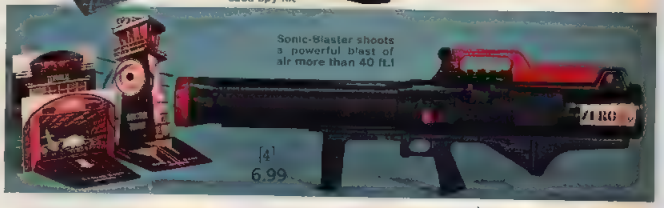
[5] **ZERO M NIGHT FIGHTER** is a camouflaged, cap-firing machine gun from Zero M's arsenal. See-through telescopic sight is adjustable. Simulated silencer-flash-hider, and smoking barrel. Repeater bolt action. Sturdy plastic and metal

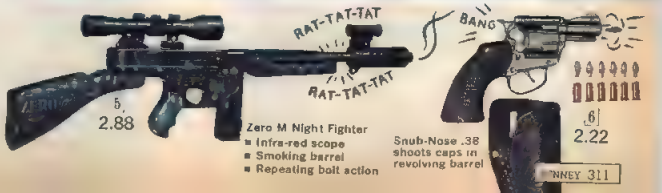
X 923-2844 Rf—Wt. 1 lb. 4 oz. 2.88

[6] **ZERO M SNUB-NOSE .38** fires Shootin' Shells® and caps. Revolv-cylinder Holster Plastic and metal.

X 923-2869 Rf—Shpg. wt. 9 oz. 2.22

†Not sold to residents of N.Y. City.



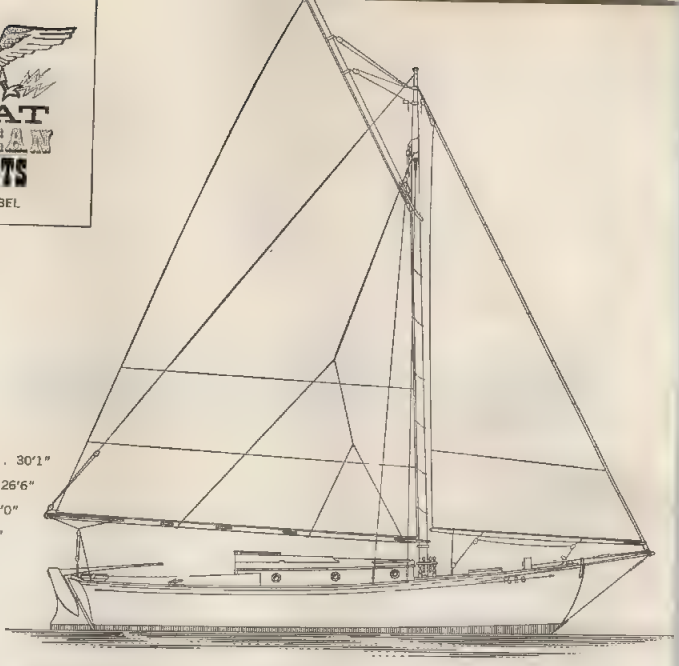


GREAT AMERICAN SAILBOATS

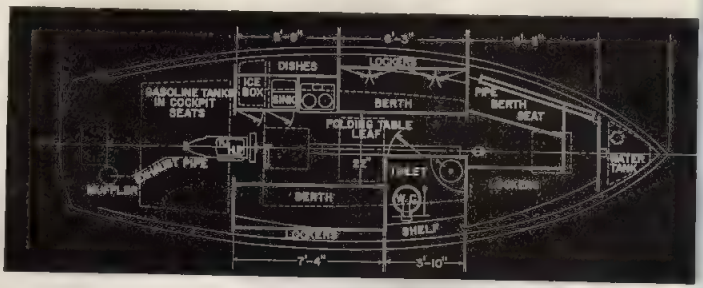
By BILL KOELBEL

TERN

A shallow-draft Atkin Sloop

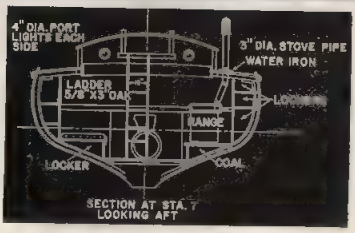


LOA	30'1"
LWL	26'6"
Beam	10'0"
Draft	3'0"
Sail area	526 sq. ft.
Aux. power	10 hp
Displacement	12,500 lbs
Keel, lead	3200 lbs.
Ballast, inside	1300 lbs.
Freeboard, bow	4'1"
Freeboard, stern	2'10"
Freeboard, least	2'6"



Up and down the long coastline of the United States limitless possibilities for cruising present themselves—on rivers, bays, sounds and lakes, and on the man-made waterways that link them. Sometimes, however, the water is spread pretty thin. Long Island's Great South Bay, the sounds of the Carolinas, the Chesapeake, some Florida waters—all these may appear as a wide expanse as you look across toward the distant shore, but drop the lead a mile out and you may be startled to find scarcely enough water for an outboard. No place for a big auxiliary drawing five or six feet.

Shallow bodies of waters can often work up a nasty sea under the urge of a strong breeze, where the fetch is long to the weather shore. Shallow lakes like Erie can be notoriously bad actors. Even New York's Oneida Lake, only 20 miles long, can kick up (*Continued on page 250*)



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TERN CONTINUED FROM PAGE 102

a steep wind sea on short notice.

So a craft must be *able* even if designed to poke into estuaries barred to deep-draft vessels. Besides, there may be times when you will want to turn her bowsprit seaward to explore some offshore islands, and perhaps stay off soundings on an extended coastal cruise.

Fortunately, the qualities of easy draft and ability in open water are not incongruous. The well-designed centerboarder supplies a solution to the problem.

Tern is such a boat.

Throughout this "Great American Sailboat" series the spotlight is cast on craft endowed with some special, even unique, aspect of character. Tern qualifies on this count, too: in her own way she is as full of "color" as a Friendship sloop.

This handsome little hooker evolved as a member of a sizable group of shallow-draft sloops and ketches sparked by a highly successful boat Bill Atkin designed for a client on Great South Bay. She was a "well-behaved" boat, according to Bill. What pleased him especially was that she was never up for sale. "It's usually a good bunch," he reflected, "to avoid buying small yachts that are too often offered for sale."

Bill called Tern a big heavy-displacement boat, stiff but not bulky. There's considerable "drag" to the bottom of the keel; that is to say, the deepest draft, intentionally, is aft. There's sound reasoning behind this. Poking about the shoals, if you do go aground (who hasn't?) the bow can be kedged around. If, in addition, weight is shifted forward, she'll come off more readily. Again, if you deliberately decide to jump a shoal, and hit, you bear the impact under the strongest part of the hull, the stern post and heavy deadwood.

Now notice the rig. The spars are purposely short—short mast, short main boom, short bowsprit. "While it may look old-fashioned among the high triangular rigs of a racing fleet," Bill pointed out, "the gaff-headed sloop rig seems to fit this cruising hull. The short spars are blessed in bad weather, and bad weather, sometime, is sure to overtake you."

Remember Jerry Colemore, the 38'6" stem-head sloop described in the December issue? Her sheer was relatively straight and the tall rig somehow fitted her. Switch rigs on these two and both stand to lose something.

In the sectional view of Tern, observe particularly the

"Economical, and sleeps four!"

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width of the keel. Bill's "pet idea" for getting a wide "floor" (sole) and gaining at the same time an easily driven underwater hull form. The centerboard is slotted through this wide keel. The result: plenty of room for fastening frames that come in the way of the trunk; risk of the centerboard slot's changing width eliminated; ample timber each side of the trunk to prevent wringing; and a garboard seam that won't leak. All of which adds up to sound thinking.

Tern's cabin trunk is 10'3" long, 6' at the widest, the sides only 12" high. The forward deck measures 9'9", to assure ample working space, and the self-bailing cockpit deck is 6' long by 6'6" wide. Cockpit seats are well down in the boat to give the feeling, as Bill so often repeated, of being *in* the boat, not *on* her. "Comforting" he added, "in rough water."

There are hatches fore and aft, a good feature. At the foot of the companionway ladder is the galley with its icebox, sink and range, and opposite to starboard a whopping big berth with a row of lockers behind. The centerboard trunk serves as a pedestal for the table, a leaf hinged at each side. The second berth forward of the galley also has a bank of lockers behind.

Arrangement of the compartment for the head is ingenious. The L shape of the centerboard permits the forward end of the trunk to be cut down to within a few inches of the sole, opening up ample room for the doorway to the toilet room.

Under the forward deck there is a pipe berth, bow seat, lockers for sails and gear, chain locker and water tank which gravity-feeds the galley.

For all the exterior trim, white oak was Bill's choice. This he would treat with linseed oil. "Kept oiled, it will keep well and wear like old iron."

It's a pretty shrewd guess that Tern herself will wear well with her owner, especially if he builds her himself!

LARGE SCALE BLUEPRINTS

Architect's blue prints of the published plans for

★ **TERN** ★

reproduced to a scale of ½ inch to the foot, may be purchased for $18. Plans and descriptions of all how-to-build articles published in MOTOR BOATING, *including many other Atkin auxiliaries, have been republished in book form. In all, there are 25 volumes, many of which contain plans for boats of all sizes and types—more than 400 different ones. The article dealing with Tern's construction is reprinted in Volume 33 of* MOTOR BOATING'S *Ideal Series. A circular describing these books may be obtained free.*

Address requests and inquiries to:

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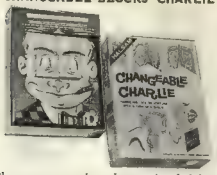

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Stock No.	Mfg. No.	Per Set
493-296	10	$ 1.25

Twelve in a carton— 12 lbs.

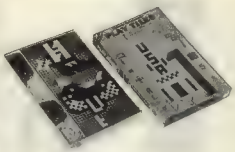
PEGBOARD PLAY TILES

Four-color Tiles molded of finest plastic in three shapes; builds designs, pictures, letters and numbers.

Stock No.	Mfg. No.	Per Set
495-606	21	$ 2.00

Six in a carton— 11 lbs.

PEGBOARD PLAY TILES



Four-color plastic tiles in three shapes. Large pegboard.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
493-163	23	14 lbs.	$ 3.00

Six in a carton

CLUB DOMINOES

Large beautifully embossed, 2-inch dominoes. Size of set double-6.

Stock No.	Mfg. No.	Per Set
497-859	100	$ 1.00

Thirty-six in a carton— 23 lbs.

CLUB DOMINOES

Size of set Double-9

Stock No.	Mfg. No.	Wt. ctn.	Per Set
498-063	200	29 lbs.	$ 2.00

Twenty-four in a carton

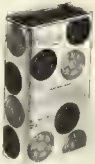
CLUB DOMINOES

Size of set Double-12

Stock No.	Mfg. No.	Wt. ctn.	Per Set
498-071	300	24 lbs.	$ 3.00

Twelve in a carton

WOOD CHECKERS



Finished in brilliant red and rich ebony. Twenty-four pieces in a set.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
498-089	518-24	23 lbs.	$ 0.25

Seventy-two in a carton

HALSAM PRODUCTS CO.

ALPHABET BLOCKS

21-piece ABC block set of 1-5/16-inch wood blocks in see-through tough polyethylene storage bag. Non-toxic colors.

Stock No.	Mfg.No	Wt.ctn.	Each
498-881	521	10 lbs.	$ 1.00

Twelve in a carton

ALPHABET BLOCKS

Large 1¼-inch wood embossed alphabet blocks in strong polyethylene bag, 21-blocks in set-Non-toxic colors.

Stock No.	Mfg.No.	Wt.ctn.	Each
498-899	1021	10 lbs.	$ 2.00

Six in a carton

PLASTIC BRICKS

115-pieces in a set

Stock No.	Mfg.No.	Wt.ctn-	Per Set
475-780	705	15 lbs.	$ 2.00

Twelve in a carton

PLASTIC BRICKS

169-pieces in a set

Stock No.	Mfg.No.	Wt.ctn-	Per Set
496-000	715	11 lbs.	$3.00

Six in a carton

PLASTIC BRICKS

290-pieces in a set

Stock No.	Mfg.No.	Wt.ctn-	Per Set
496-059	725	17 lbs.	$ 5.00

Six in a carton

PLASTIC BRICKS

459-pieces in a set

Stock No.	Mfg.No.	Wt.ctn-	Per Set
497-628	735	23 lbs.	$ 7.50

Six in a carton

AMERICAN LOGS

Set consists of 54 only, ¾-inch square interlocking logs.

Stock No.	Mfg.No.	Wt.ctn-	Per Set
472-472	805	18 lbs.	$1.25

Twelve in a carton

AMERICAN LOGS

Set consists of- 103 only ¾-inch square interlocking logs.

Stock No.	Mfg.No.	Wt.ctn-	Per Set
472-498	815	17 lbs.	$2.25

Six in a carton

HALSAM PRODUCTS CO.

AMERICAN LOGS

Set consists of 150 only ¾-square interlocking logs.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
472-514	820	23 lbs.	$ 3.00

Six in a carton

AMERICAN LOGS

Set consists of 200-Pieces

Stock No.	Mfg. No.	Wt. ctn.	Each
498-915	825	28 lbs.	$ 4.00

Six in a carton

Set consists of 250 only ¾-square interlocking logs.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
472-522	830	35 lbs.	$ 5.00

Six in a carton

HI-LO BLOCKS

First step building blocks. Rounded corners and edges. Precision cut interlocking grooves.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
493-213	2224	12 lbs.	$ 1.00

Twelve in a carton

No. 3224

Stock No.	Mfg. No.	Wt. ctn.	Per Set
493-247	3224	12 lbs.	$ 2.00

Six in a carton

CONSTRUCTIONEER PROJECT-ONE

Consists of 100-Pieces

Stock No.	Mfg. No.	Wt. ctn.	Each
498-923	4002	8 lbs.	$ 2.00

Twelve in a carton

CONSTRUCTIONEER PROJECT-TWO

Consists of 141-Pieces

Stock No.	Mfg. No.	Wt. ctn.	Each
498-949	4003	6 lbs.	$ 3.00

Six in a carton

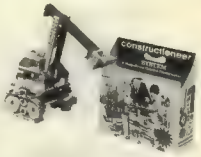
PROJECT-THREE

Consists of 243-Pieces

Stock No.	Mfg. No.	Wt. ctn.	Each
498-998	4005	10 lbs.	$ 5.00

Six in a carton

PROJECT-FOUR



Consists of 503-Pieces

Stock No.	Mfg. No.	Wt. ctn.	Each
499-053	4010	10 lbs.	$10.00

Three in a carton

KOHNER BROS. INC.

PYTHAGORAS

Puzzles parts of assorted colors in Hi-impact styrene-

Stock No.	Mfg. No.	Wt. ctn.	Each
498-766	111	15 lbs.	$ 1.00

Thirty-six in a carton

EUCLID PUZZLE GAME

92-piece puzzle game, each one entirely different - puzzle parts of Hi-impact styrene, a real mental challenge, complete with instruction booklet-

Stock No.	Mfg. No.	Wt. ctn.	Each
498-972	113	15 lbs.	$ 1.00

Thirty-six in a carton

KWAZY QUILT

Comes assembled to prove it can be done, Hi-impact styrene-In 3-colors-

Stock No.	Mfg. No.	Wt. ctn.	Each
498-642	114	14 lbs.	$ 1.00

Thirty-six in a carton

HEXED

Hi-impact styrene in assorted colors

Stock No.	Mfg. No.	Wt. ctn.	Each
498-659	115	14 lbs.	$ 1.00

Thirty-six in a carton

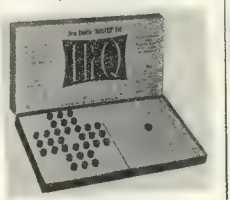
TORMENTOR

98-puzzle game - Parts of Hi-impact-styrene, colorful instruction booklet. Name fits this difficult puzzle series-

Stock No.	Mfg. No.	Wt. ctn.	Each
498-980	116	15 lbs.	$ 1.00

Thirty-six in a carton

HI-Q PUZZLE GAME

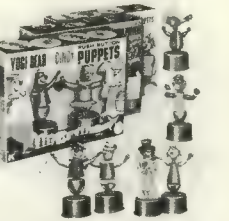


Hi-impact styrene base and peas. Set up display stand.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-550	120	15 lbs.	$ 1.00

Twenty-four in a carton

PUSH BUTTON PUPPETS



T.V. Charactors -Set of two in a box

Stock No.	Mfg. No.	Wt. ctn.	Per Set
479-352	191	10 lbs-	$1.00

Twenty-four sets in a carton

WOODIES DESIGNER KIT

90-Non-toxic solid wood blocks/various shapes, plastic designer tray and storage trays.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-808	231	16 lbs.	$ 2.00

Twelve in a carton

BUSY-BOX JUNIOR

6 in 1 SAFE Toy

Baby's Own Amusement Park

Six-in-one, -safe toy without loose parts. Molded of Hi-impact plastic. Special attachment for play-pen or crib. Size, 18 x 6 x 2½-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-781	305	17 lbs.	$ 3.00

Twelve in a carton

Complete set, packed with action and intrigue

JAMES

BOND

and the world of 007

Get a realistic 4-scene stage, 10 lifelike handcolored figures —plus all these working units:

1. Laser-beam Torture Machine
2. Flame-shooting Dragon Tank
3. M's bulletproof Office Desk
4. Revolving-top Pool Table
5. Customized Aston-Martin Car
6. Two-section Hydrofoil Yacht

Everything to recreate Bond's most thrilling adventures

All this for only **$9.99**

Help James Bond challenge ruthless villains and their cunning gadgets. Every item authentically reproduced from actual settings and characters in his 4 great movies: "From Russia with Love," "Dr. No," "Goldfinger" and his latest "Thunderball."

With orders from M, head of British counterspies, 007 uses car, scuba gear or other means to get to each villain's hideout. There he must face fiendish machines. But your cleverness lends a hand, and Bond soon turns the tables on the bad guys (hurray!). 22x22x5½ in. stage. Plastic units, 3¼ in. figures.

49 N 5980 Shipping wt. 3 lbs. 8 oz. Set $9.99

James Bond and Oddjob meet again!

11-inch action figures complete with fabric clothes

Secret Agent 007 activates wings, out right arm to shoot gun-firing pistol, kicks out karate-wielding foot

Oddjob throws his steel-rimmed top hat, executes a deadly karate strike

James Bond *plus* weapons attaché case

$6.99

You want action . . you get action with this authentic model of Sean Connery as James Bond. Available only at Sears.

007 is licensed to "rub out" evil villains. Just press his right arm down . . *Crack!* Fast reflex aims gun and shoots a bullet-sounding cap (not incl.). Push his right leg back . . *Swish!* Sudden kick springs out harmless knife.

Detailed jointed plastic. Dressed in business suit with shirt, tie. Pack away gun in secret pocket or plastic attaché case.

49 N 5981—Shipping wt. 1 lb. . . . $6.99

Cap-firing gun stores inside case

Extra Outfits for James Bond

$2.99 to $3.99

007 must dress right when he's on different assignments. Impeccably tailored fabrics. You'll find his size only at Sears. No figures. Shipping weight each 8 ounces.

49 N 5986—Summer Formal. Tuxedo coat and pants, shirt, bow tie . . $3.99

49 N 5985 Sports Outfit. Casual knit shirt, slacks. Telescopic rifle . . $2.99

49 N 5984—Commander Outfit. Navy dress jacket, trousers, shirt, tie. . . . $3.99

Oddjob . . Goldfinger's fearsome handyman

$6.99

"Perhaps the most dangerous animal on the face of the earth," James Bond said in awe. "He especially wary if he removes his hat." Oddjob gleefully obeys orders. Push his right arm in towards body . . *Whang!* He flings his hat sideways like a boomerang. Pull his left arm up . . *Whack!* His forearm chops downward like an axe. Authentically detailed just like the movie version. Plastic figure comes dressed as a cutaway formal suit with rigid plastic hat.

49 N 5982 Shipping weight 1 lb. $6.99

"Charge it" if you wish

Complete set.. packed
with action and intrigue
JAMES
BOND
IN DINNER
SUIT
SCENE FROM "THUNDERBALL"
DR. NO'S LABORATORY
"M'S" OFFICE
DOMINO
GOLDFINGER'S LODGE
BOND WITH
SCOPE RIFLE
MISS
MONEY
PENNY

James Bond and Oddjob meet again!

Cap firing gun stores inside case

James Bond *plus* weapons attaché case

$6.99

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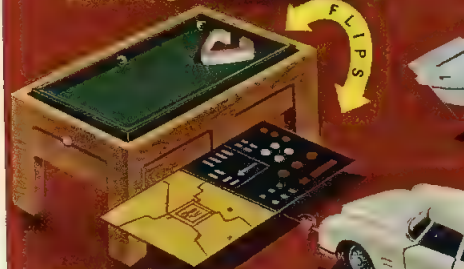
49 N 5982– Shipping weight 1 lb. . . . $6.99

"Charge it" if you wish

BOND

and the world of 007



Get a realistic 4-scene stage, 10 lifelike handcolored figures —plus all these working units:

1. Laser-beam Torture Machine
2. Flame-shooting Dragon Tank
3. M's bulletproof Office Desk
4. Revolving-top Pool Table
5. Customized Aston-Martin Car
6. Two-section Hydrofoil Yacht

Everything to recreate Bond's most thrilling adventures

All this for only **$9.99**

Help James Bond challenge ruthless villains and their cunning gadgets. Every item authentically reproduced from actual settings and characters in his 4 great movies: "From Russia with Love," "Dr. No," "Goldfinger" and his latest: "Thunderball."

With orders from M, head of British counterspies, 007 uses car, scuba gear or other means to get to each villain's hideout. There he must face fiendish machines. But your cleverness lends a hand, and Bond soon turns the tables on the bad guys (hurray!). 22x22x3½" H. stage. Plastic units, 3¼" figures.

49 N 5980 Shipping wt. 3 lbs. 8 oz. Set $9.99

75-piece HO Train Set by Marx with full-color 3-D scenic base

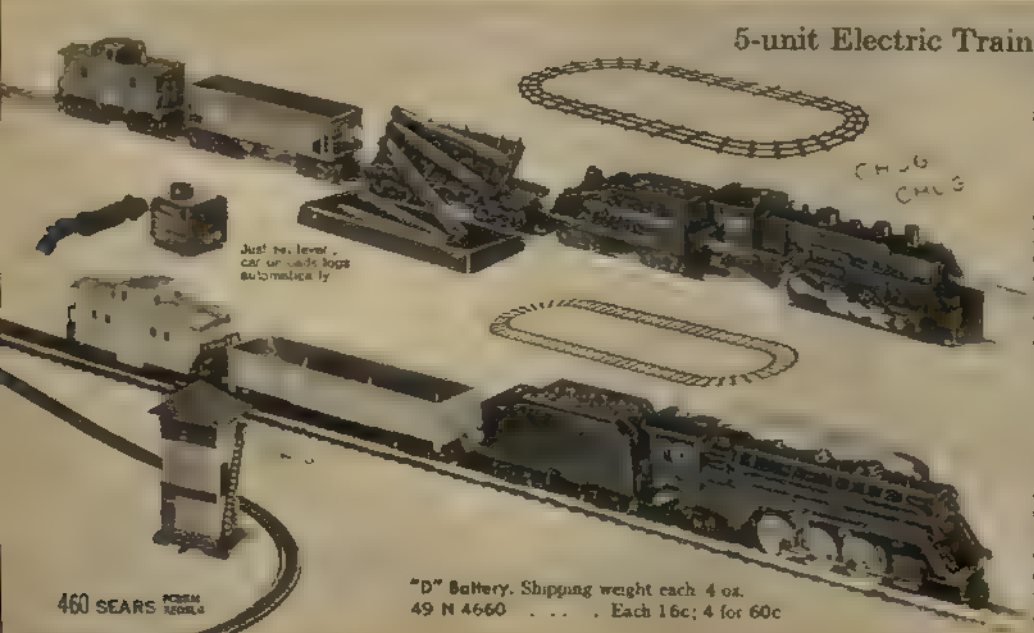
You get a 6-unit electric train, 34 feet of track *plus* realistic town setting that includes base, buildings, cars and people

Complete with power pack $29.88 cash — No Money Down

You're the engineer as the train circles the town, goes through the tunnel and stops for delivery of a tractor or a bulldozer. Vacuum formed plastic terrain 54x47x6 in. high. Freight train of 5 assorted metal cars 34 in. long including switcher locomotive has 4 Pullmans prewired lumber and piggyback car with hauler and trailer, one with 2 bulldozers and one with boat. New Haven caboose tags along behind.

34 track sections, including uncoupler, reverser track form inner and outer ovals. 16 polystyrene trees give charm to the scenery. More realism with 4 lamp sets with traffic set, service station with cars, farm set, 12 telephone poles, other plastic accessories. 1½ amp power pack with circuit breaker. UL listed, 110-120-v, 60-c. AC.

79 N 9830N2 —Shipping wt. 23 lbs. Freight trailer truck, or express . . . Set $29.88



5-unit Electric Train with log car that unloads

This .027 Freight "chugs" along as headlight throws beam up ahead

$9.97 complete with transformer

Steam-type engine goes fast or slow by remote control. Ease log car alongside bin . . watch as logs tumble out. Slant back coal tender gondola and caboose. Train 41 inches long. 8 curved, 2 straight 11¼ inch wide tracks form 102 inch ova. Plastic and metal 25-watt transformer. UL listed, 110-120-v, 60-c. AC.

49 N 9715C—Shipping wt. 7 lbs. . Set $9.97

Battery-powered HO Freight

$4.97 without batteries

Locomotive puffs out smoke rings and gives a realistic whistle as it roars over a special section of track. 9 feet of track in all. 22 inch train also has a coal tender gondola and caboose . . all of high impact plastic. 9 inch control tower holds 4 "D" batteries (not included, order below). From Japan.

49 N 9828 Shpg wt. 2 lbs. 4 oz. $4.97

"D" Battery. Shipping weight each 4 oz.

49 N 4660 . . . . Each 16c; 4 for 60c

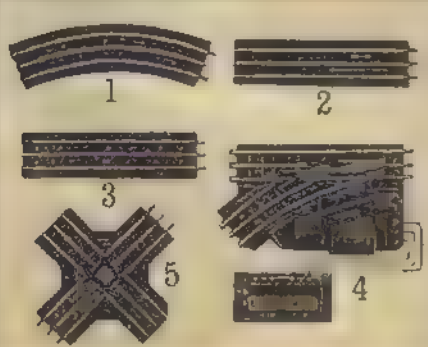
This set by Marx
includes a 5-unit train
with headlight, 12½ feet of track
plus a scenic base with lots of
accessories—all at Sears low price

57-piece Electric Train Set $19.89

Run the whole train around the main track or leave a car on the siding. Test your skill at easing the train up to the station, stopping it at just the right spot, coupling and uncoupling cars. Steam-type locomotive has a headlight and makes a chug-chug sound as it goes along. 40-inch long New York Central train has tender, gondola, wrecker car, caboose. Plastic and metal.

Also 4 sections of straight track, 9 sections of curved track, track connector and uncoupling unit. 8 telephone poles, 3 plastic cars, 3 trees, many signs. Plus 1 each right-hand switch, dead-end bumper, whistle, crossing gate and crossing signal, railroad station with people, railroad sign and a platform complete with milk cans. Also includes a ranch house and a fire station, both with accessories. 50-watt transformer. UL listed. 110–120-volt, 60-cycle AC.

79 N 9802C—Shipping weight 12 pounds..... Set $19.89



Regular-gauge "gravel roadbed" Track . . Transformers

3-rail track for ALLSTATE or MARX sets. Metal and plastic.

1 **Curved Track.** 10⅛ inches long.
49 N 9702—Shipping weight 4 ounces . . . 28c

2 **Straight Track.** 8⅜ inches long.
49 N 9701—Shipping weight 4 ounces.....28c

3 **Uncoupling Track.** 8⅜ inches long.
49 N 9710—Shipping weight 4 ounces.....97c

4 **Electric Switches.** 1 right, 1 left. Push-button panel.
49 N 9706—Shipping weight 2 pounds.....Set $6.97

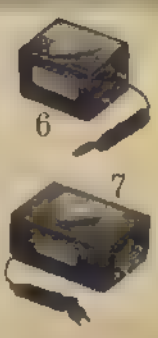
Manual Switches. 1 right, 1 left. Lever-control action.
49 N 9704—Shipping weight 1 lb. 4 oz.....Set $3.89

5 **Crossover Track.** 7⅛x7⅛ inches.
49 N 9703—Shipping weight 4 ounces $1.39

Train Transformers. Steel cases, circuit breakers. UL listed. 110–120-v, 60-c AC.

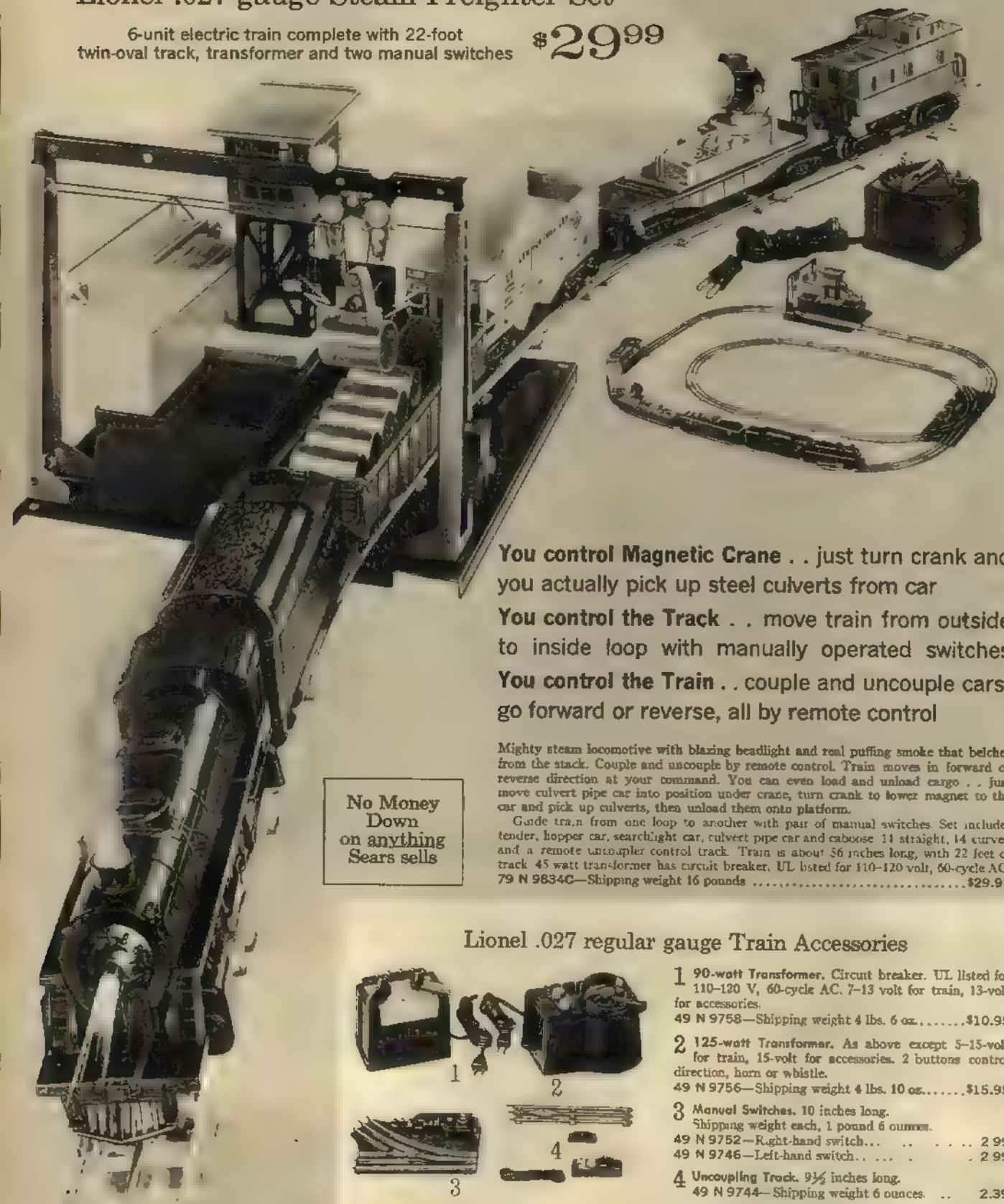
6 **50-watt. 7 to 13-volt for** train and accessories. Shipping weight 3 lbs.
49 N 9721.....,$5.47

7 **100-watt. 5 to 15-volt** for train and accessories. Shipping wt. 4 lbs. 4 oz.
49 N 9722. . . . $7.99



Lionel .027 gauge Steam Freighter Set

6-unit electric train complete with 22-foot twin-oval track, transformer and two manual switches **$29.99**



You control Magnetic Crane . . just turn crank and you actually pick up steel culverts from car

You control the Track . . move train from outside to inside loop with manually operated switches

You control the Train . . couple and uncouple cars, go forward or reverse, all by remote control

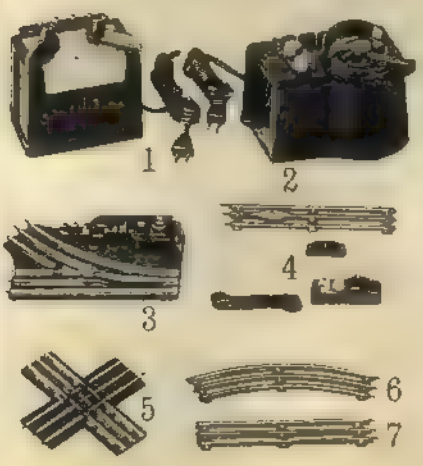
Mighty steam locomotive with blazing headlight and real puffing smoke that belches from the stack. Couple and uncouple by remote control. Train moves in forward or reverse direction at your command. You can even load and unload cargo . . just move culvert pipe car into position under crane, turn crank to lower magnet to the car and pick up culverts, then unload them onto platform.

Guide train from one loop to another with pair of manual switches. Set includes tender, hopper car, searchlight car, culvert pipe car and caboose. 11 straight, 14 curved and a remote uncoupler control track. Train is about 56 inches long, with 22 feet of track. 45 watt transformer has circuit breaker. UL listed for 110–120 volt, 60-cycle AC.

79 N 9834C—Shipping weight 16 pounds $29.99

No Money Down on anything Sears sells

Lionel .027 regular gauge Train Accessories



1 **90-watt Transformer.** Circuit breaker. UL listed for 110–120 V, 60-cycle AC. 7–13 volt for train, 13-volt for accessories.
49 N 9758—Shipping weight 4 lbs. 6 oz. $10.95

2 **125-watt Transformer.** As above except 5–15-volt for train, 15-volt for accessories. 2 buttons control direction, horn or whistle.
49 N 9756—Shipping weight 4 lbs. 10 oz. $15.95

3 **Manual Switches.** 10 inches long.
Shipping weight each, 1 pound 6 ounces.
49 N 9752—Right-hand switch 2.99
49 N 9746—Left-hand switch 2.99

4 **Uncoupling Track.** 9⅛ inches long.
49 N 9744—Shipping weight 6 ounces 2.39

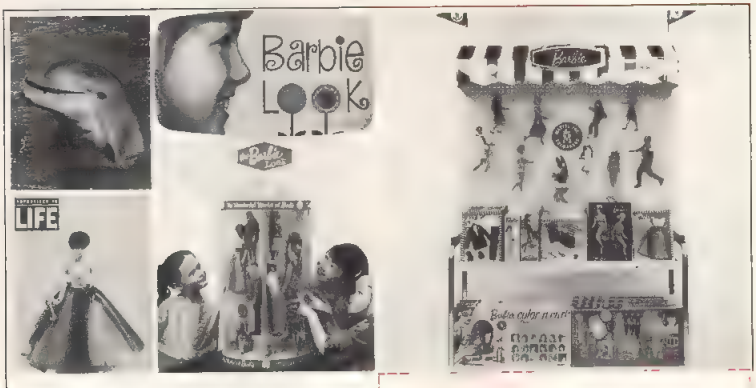
5 **Crossover Track.** 6⅞x6⅞ inches long.
49 N 9745—Shipping weight 6 ounces 1.59

6 **Curved Track.** 10⅛ in. long. 3 steel ties.
49 N 9759—Shipping weight 2 ounces 29c

7 **Straight Track.** 8⅜ inches long. 3 ties.
49 N 9762—Shipping weight 2 ounces 29c

OF BARBIE "TOTAL GO" PROMOTION

fashion doll history!!!



- For the first time ever· full-page, full-color BARBIE ad in the July 31 issue of LIFE Total audience: 32 million! Plus full-color pages in JACK AND JILL
- "Total Go" In-Store Merchandising Support. To help yourself cash in on increased demand during the BARBIE "Total Go" promotion, get this sales-making "Total Go" Assortment (note: shipments start in June):
- A sales-balanced assortment of all the newest merchandise in the WORLD OF BARBIE, including BARBIE, MIDGE®, KEN®, ALLAN®, SKIPPER®, SKOOTER™, RICKY™ and BARBIE'S COLOR 'N CURL
  - Two free BARBIE'S COLOR 'N CURL Sets
  - Free BARBIE LOOK™ Merchandiser
  - Free "Surfrider" BARBIE Activity display
  - Free permanent BARBIE counter catalog
  - Free BARBIE "Total Go" promotion kit

'BARBIE, 'MIDGE, 'KEN, ALLAN, 'SKIPPER, SKOOTER and RICKY, Skipper's Friends are the trademarks of Mattel, Inc. for its DOLLS. © 1965 Mattel, Inc.

MATTEL CREATIVE TOYMAKER

Barbie

Put "Total Go" to work for you! Send this coupon today!

Please send me more information about the BARBIE® "Total Go" promotion and special offers on the other Mattel "Total Go" promotions

Mattel, Inc., Dept. T
5150 Rosecrans Avenue
Hawthorne, California 90252

Name _____

Store Name _____

Street _____

City _____ State _____

For every little girl who buys a competitive fashion doll product...

Two buy BARBIE® products!*

Turn the page and see how Mattel will help you sell even more!

*BARBIE products outsold all competitive products combined at retail counters Jan., Feb. '65 by more than 2 to 1, according to a leading national retail survey organization.

From July 26 through Labor Day: THE WORLD ...biggest 1-2 punch in

1 The Barbie® "Million Member" Contest!

Thousands of prizes-with three guaranteed winners for your store!

The BARBIE Fan Club has over 800,000 active members right now – and we're out to make it a million! To get that millionth member during the BARBIE "Total Go" promotion, Mattel is offering the biggest prize package in toy business history. Here's how the contest works:

1. All girls, members and new members, sign up for the BARBIE "Million Member" contest – in *your* toy department.

2. Their names go into your BARBIE "Million Member" contest box. (You'll have extensive point-of-sale materials and TV support to help you announce the contest.)

3. Every other week, Mattel names a winner from your store. You're guaranteed at least *three* winners for the duration of the contest! And the winning little girls will receive their favorite BARBIE products as prizes directly from Mattel.

4. When the millionth BARBIE Fan Club member registers, there'll be a drawing for the grandest prize of all: *an all-expense trip to either Disneyland or the New York World's Fair!*

How's that for an easy, exciting contest? And think of the traffic it can build for you! But remember the BARBIE "Million Member" contest is available only to retailers who participate in Mattel's wonderful WORLD OF BARBIE "Total Go" promotion. So if you haven't already signed up, do it today!

2 The Barbie "Total Go" promotion!

"Total Go" National Advertising. You've seen what "Total Go" has done for Mattel's "Agent ZERO M™" line – now watch it go to work for BARBIE! The BARBIE promotion is backed by the largest advertising budget in the industry for a single category of products. And it's all part of Mattel's *$12 million* advertising and merchandising program for '65. Here's the line-up:

- New BARBIE commercials featuring THE BARBIE LOOK™ on top-rated TV shows. Your customers will see them on ABC, CBS, NBC every Saturday morning and on NBC's nighttime Flipper show, too! Plus local TV spots every weekday afternoon in more than 100 major cities!

THE RUSHTON CO

FIFI

Made of combination long curly and short plush, Pon-pon on ears and tail- Black glass eyes. Cotton stuffed-

Stock No.	Mfg. No.	Each
491-845	1061/3	* $ 3.00

One in a box, Six in a carton, 6 lbs.

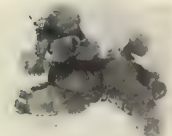
STANDING POODLE

French poodle with combined long curly and short plush pom-pon ears & tail.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-637	1107/5	11 lbs.	$ 5.00

One in a box, Six in a carton

FLOPPY POODLE



Made of long curly and short pile plush in pink, white and grey. Floral collar. Cotton stuffed.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-801	1144/6	11 lbs.	* $ 6.00

One in a box, Six in a carton

FLEA BIT

Made of new fuzzy-wuzzy plush in Beige and white. Cotton stuffed.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-991	1159/5	10 lbs.	* $ 5.00

One in a box, Six in a carton

No. 1159-10

Same as No. 1159-5 except large size

Stock No.	Mfg. No.	Size	Each
491-340	1159-10	27 in-	$ 10.00

One in a carton, 5 lbs-

ZIPPY CHIMP

Bright red overalls and Tee-shirt, black, shaggy rayon plush - Vinyl hands and face-

Stock No.	Mfg. No.	Size	Each
491-415	1162-7	16 in-	$ 7.00

Six in a carton

PANTHER

Black rayon plush, green eyes, gold claws and whiskers-

Stock No.	Mfg. No.	Size	Each
491-571	1196-6	20 in-	$ 6.00

Six in a carton, 14 lbs-

SITTING POODLE

Extra long pile, bright rayon plush in white, grey and black, plastic eyes-

Stock No.	Mfg. No.	Size	Each
491-639	1282-5	16 in-	$ 5.00

Six in a carton, 11 lbs-

LEOPARD

Quality plush printed in authentic re- production of a Congo Leopard-

Stock No.	Mfg. No.	Size	Each
496-992	1333-6	20 in-	$ 6.00

Six in a carton, 14 lbs-

No. 1333-10

Stock No.	Mfg. No.	Size	Each
497-008	1333-10	25 in-	$ 10.00

One in a carton, 5 lbs-

RAT FINK

Combination of Grey plush and black felt. Droopy eyes and long velvet tail- has his own printed name tag identification. Packed in Poly-bag.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-471	1397-3	10 lbs.	$ 3.00

Twelve in a carton

THE RUSHTON CO.

PANTHER

Black plush greety eyes, gold claws & whiskers also gold collar.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-497	1453/10	5 lbs.	$ 10.00

One in a carton

SITTING DOG

Made of extra long pile synthetic fabric in white with grey. Vinyl nose and mouth, plastic eyes, finished with satin bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-539	1457/7	10 lbs.	$ 7.00

Four in a carton

TIGER

Striped plush - green plastic eyes with felt nose . Jeweled collar with gold buckle.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-562	1460/6	14 lbs.	$ 6.00

Six in a carton

TIGER

Same as above except larger.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-570	1460/10	5 lbs.	$ 10.00

One in a carton

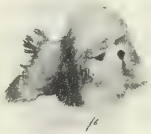
SITTING DOG

Made of extra long pile synthetic fabric in white, plastic eyes, pom-pom nose and felt tongue. Finished with satin ribbon bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
496-588	1470/10	5 lbs.	$ 10.00

One in a carton

LYING DOG

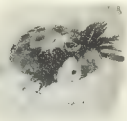


Extra long pile, synthetic fabric in pink with cocoa. Plastic eyes, pom-pon nose. Felt tongue. Satin ribbon bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-161	1471-6	10 lbs.	$ 6.00

Six in a carton

LADY BUG



Made of delustered plush in authentic Beetle pattern, combined with fuzzy-acrylic-fabric, plastic eyes, yellow hat.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-369	1500-3	7 lbs.	$ 3.00

Six in a carton

NUTTY SQUIRREL

Soft orlon plush in grey and white and felt feet, claws, large bushy tail and plastic eyes.

Stock No.	Mfg. No.	Wt. ctn.	Each
207-100	1515/35	10 lbs.	$ 3.50

Twelve in a carton

AIREDALE PUP

Soft orlon plush in rust and black has plastic eyes. Red collar.

Stock No.	Mfg. No.	Wt. ctn.	Each
207-340	1516/35	10 lbs.	$ 3.50

Twelve in a carton

SITTING PUP

Extra long pile, acrylic fabric, combination brown and white. Plastic button eyes. Satin ribbon bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-583	1518/3	10 lbs.	$ 3.00

Twelve in a carton

THE RUSHTON CO.

LYING TIGER

Quality tiger print combined with white plush, fuzzy white whiskers & green plastic eyes. Satin bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
210-302	1531/4	9 lbs.	$ 4.00

Six in a carton

FLOPPY PUP

Soft long pile orlon plush, camel color with brown. Plastic amber eyes. Satin bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
211-094	1532/5	11 lbs.	$ 5.00

Six in a carton

GEORGETTE POODLE

Long pile acrylic fabric in snowy white has plastic eyes and nose.

Stock No.	Mfg. No.	Wt. ctn.	Each
211-110	1536/6	12 lbs.	$ 6.00

Six in a carton

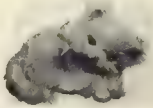
CUDDLE BEAR

Quality soft orlon, plush brown, beige Plastic eyes. Satin bow.

Stock No.	Mfg. No.	Wt. ctn.	Each
211-177	1537/35	6 lbs.	$ 3.50

Six in a carton

CURLY PURR



Long pile acrylic fabric in white and trimmed with pink ears. Satin ribbon bow. Green eyes.

Stock No.	Mfg. No.	Wt. ctn.	Each
211-185	1543/5	11 lbs.	$ 5.00

Six in a carton

PEKINGESE

Long pile acrylic fabric in pink and has long ears, plastic eyes/ nose.

Stock No.	Mfg. No.	Wt. ctn.	Each
211-227	1549/6	12 lbs.	$ 6.00

Six in a carton

DANCING BEAR

Long pile acrylic fabric in brown also has plastic eyes, red plastic collar / gold chain.

Stock No.	Mfg. No.	Wt. ctn.	Each
212-811	1569/7	14 lbs.	$ 7.00

Six in a carton

DANCING BEAR EXTRA LARGE SIZE

Stock No.	Mfg. No.	Wt. ctn.	Each
213-165	1569/10	5 lbs.	$ 10.00

One in a carton

MALTESE TERRIER

Extra long shaggy acrylic fabric also has plastic eyes and nose. Felt tongue.

Stock No.	Mfg. No.	Wt. ctn.	Each
213-611	1578/7	3 lbs.	$ 7.00

One in a carton

Wards Includes *Free Batteries* with All Action Toys On These Two Pages

Talk of the Town VALUES

[1] THE BUBBLING DRAGON is a gay fellow. He moves in a zig-zag fashion while winking lights flash on his colorful plush covered back. When he stops, bubbles pour from his mouth—then he starts wiggling on his way again. Bubble mixture included. About 3 feet long overall.
48 T 9972—4 "D" batteries incl. Ship. wt. 5 lbs. 6 oz. **$8.95**

[2] 19 PIECE TRAIN SET. Big, battery-operated locomotive with shining headlight chugs along followed by Coal Car, Box Car, Tank Car and Caboose. Manual On/Off Switch. Also included are 12 different tracks, 2 switch tracks—14 in all. Train, cars and road track are all metal—colorfully lithographed. Train about 25 in. long overall.
48 T 9970—2 "D" batteries incl. Ship. wt. 3 lbs. 3 oz. **$4.66**

[3] NUTTY MAD CAR. It may look weird, but it's so much fun to watch as the car moves forward, backwards, rears up on its two back wheels and turns around. Sturdy steel, colorfully lithographed, vinyl figure. About 9x5¾x7¼ in. high.
48 T 9963—2 "D" batteries incl. Ship. wt. 2 lbs. 8 oz. **$3.98**

[4] SUPER CRANE BY MARX is really big! Plastic truck body is 2 feet long—the plastic swivel crane carries a boom that is almost 4 feet long. It's rugged, ready for the "heaviest" construction job. Operate the boom and scoop bucket which cab rotates by controls. Wrecking ball, pulley hook, claw hook, dirt bucket, line poles and other accessories.
48 T 9976 MO—3 "D" batteries incl. Ship. wt. 11 lbs. **$10.99**

[5] A FELLOW'S GREATEST PAL IS THE MAN FROM SPACE. Press the antenna—he walks along moving his arms and his legs. Watch the gears in plastic head revolve—sight is flashed on TV Screen—shows moving space pictures—lithographed metal. About 15 in. high.
48 T 9969—2 "D" batteries incl. Ship. wt. 2 lbs. 8 oz. **$3.79**

6 $3.98
Evacuation Helicopter

7 $3.98
Pan-Am Cargo Jet

8 $3.98
Western Locomotive

9 $5.87
Aircraft Carrier

10 $4.98
Fighting LST

Marx-A Haul Dump Truck
12 $6.88

13 $1.98
Rolls Royce

13 $12.93
"Big Job" Truck with ZA-Zoom Motor Noise

6 EVACUATION HELICOPTER Lights flash, prop turn 'copter runs along floor, stops, door ramp opens automatically, closes. Metal, about 15 in. long. Two "D" batteries included.
48 T 9965 Ship. wt. 3 lbs. **$3.98**

7 REMOTE CONTROL PAN AM CARGO JET Plane runs forward with sound and lighted jet pods, plane stops, door opens, then closes. 2 "cargo containers." About 13¾x15x5 in. high. 2 "D" batteries included.
48 T 9966—Wt. 2 lbs. 4 oz. **$3.98**

8 WESTERN LOCOMOTIVE Chugs as piston-action pushes front of "boiler" in and out, makes "whoo whoo" sound, light flashes. Turns away when it hits an object. About 14½ in. long. 3 "D" batteries included.
48 T 9971—Wt. 2 lbs. 12 oz. **$3.98**

9 ACTION AIRCRAFT CARRIER. Launches helicopter into air, plane catapults from deck. Fire missiles by hand. As carrier cruises along floor, 2 flight decks rise, lower. Extra helicopter, plane. Metal, about 20 in. long. 2 "D" batteries included.
48 T 9967—Wt. 3 lbs. 4 oz. **$5.87**

10 FIGHTING LST When it stops, door opens, plastic tank is ejected. Lighted mast, revolving radar and front guns, hand-fire plastic missiles. Stop-go action. Camouflage colored metal. 18 in. long. 2 "D" batteries included.
48 T 9968—Ship. wt. 3 lbs. **$4.98**

11 "BIG JOB" DUMP TRUCK is almost 2½ feet long, has a 75-lb. load capacity. ZA-Zoom motor noise sounds like a real truck, too; regulates from idle to full speed. Real electric power steering with forward-reverse action, air brakes. Truck horn and dumping action. Rugged plastic body with 10" heavy-duty wheels. 4 "D" batteries included.
48T9973MO Ship. wt. 11 lbs. **$12.93**

12 PLASTIC DUMP TRUCK with ZA-Zoom motor noise and dumping action. About 20" inches long. 4 "D" cell batteries included.
48 T 9974 M—Ship. wt. 9 lbs. **$6.88**

13 ROLLS ROYCE Runs forward or reverse by switch control. Headlights light up when in motion. Blue Cream colored metal. About 12 in. long. Two "D" batteries included.
48 T 9960 Wt. 1 lb. 8 oz. **$1.98**

A Talk of the Town VALUE

Riverside battery-operated 20-Pc. Construction set

. . sold only at Wards

You get all this . .

- BULL DOZER
- CEMENT MIXER
- DUMP TRUCK
- REPAIR TRUCK

plus hand-painted workers, boulders, stumps and road sign,

ALL FOR ONLY **$6.88**

WARDS EXCLUSIVE BATTERY POWERED CONSTRUCTION SET. Charged w h electric. Each 7½-inch plastic vehicle has Forward Reverse Stop controls. Abs cement mixer rotates and dump truck has dumping controls repair truck crane can be raised or lowered automatically. Twenty piece set includes four battery powered vehicles —Bulldozer, Dump Truck, Cement Mixer and Repair Truck seven hand painted workers detour sign 8 boulders and tree stumps. Each vehicle operates on 1 'D' cell battery, not included, order on Page 306 Instr.

48 T 9955— COMPLETE 20 PC SET. Ship wt 5 lbs. Set **6.88**

48T2970- DUMP TRUCK. Abt 7½ in. long. Ship wt 1 lb **1.88**

48T2972 -CEMENT MIXER. Abt 7½ in. long. Ship wt 1 lb. **1.88**

48T2971 BULL DOZER. Abt 7½ in. long. Ship wt. 1 lb. **1.88**

PHONE YOUR ORDER

See Page 362

BIG, BIG TRACK and Sears alone has it

Strombecker "Formula 4"

COMPETITION SLOT RACING

with all the electrifying action of a commercial raceway track

Get a really big layout of nearly 27 feet of 4-lane track, not just 2. Get 4 hot speedsters, not just 2. Get loads of room for cars to really go . . . then slot racing can easily become all-family fun. When Dad and Mom see the cars flash down the track, powerslide and fishtail around the curves, roar out and hurtle into the stretch, they'll want "in" on these action-packed thrills.

Made exclusively for Sears by Strombecker, famous for quality. The set includes 20 sections of straight track, 12 of curved, 24 of 30° add-on curved . . . a total of 56 sections of official black-top plastic track. Also, 24 sections of fence, the 4 ready-to-run cars (4¾ to 5¾ in.) shown below, 4 plunger rheostats with brakes. New design 14-volt power pack, track clips, locking lugs, wires, overpass supports, warranty, guide book. UL listed, 110-120-volt, 60-cycle AC.

79 N 9517C—Shipping weight 16 pounds.....$89.95

Make it a 2-lane layout with 54 feet of track

$89.95 cash

$8.50 monthly

No Money Down on anything Sears sells

Cars designed to outperform, outrace, outlast all others. 1/32-scale; 22,000 rpm 12-volt high-torque motor; epoxyed armature. Brass chassis, plastic bodies, rubber tires.

15 authentically detailed

CAR KITS

. . all ⅛₂ scale

$2.94 each

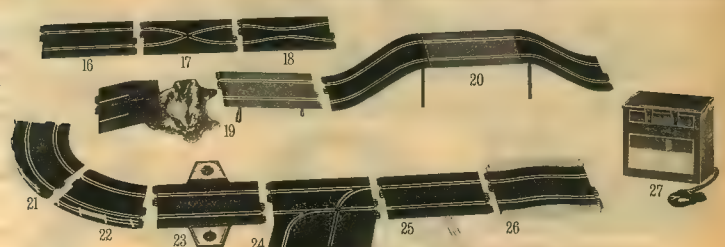
Famous kits designed to produce cars that can really perform. 12-volt high torque motor. Polystyrene body, rubber tires, decals - - and driver. Cars 4 to 5¾ in. long. Unassembled.
Shipping weight each kit 10 oz. . . . . .Kit $2.94

(1) 49 N 7612–Cobra GT. The new breed in racing
(2) 49 N 7618–Porsche 904 GT. 2 litre newcomer
(3) 49 N 7602–Jaguar XKE. World renowned
(4) 49 N 7603–Ferrari GTO Berlinetta. Sensation!
(5) 49 N 7606–Porsche RS 61. "Silver Stormer"
(6) 49 N7607–Lotus MK XIX. Fierce competitor
(7) 49 N7605–BRM Formula 1. A 1.5L champion
(8) 49 N 7619–D-Jaguar. Aerodynamic speedster
(9) 49 N 7625–Ferrari Testa Rosa. 3 litre V-12
(10) 49 N 7639–Maserati Formula 1. Famous
(11) 49 N 7601–Cooper Formula 1. Indianapolis
(12) 49 N 7621–Indy 6/1 Racer. (With 6 decals)
(13) 49 N 7604–Midget 6/1 Racer (With 6 decals)
(14) 49 N 7620–Dragster. Famed "Silver Ghost"
(15) 49 N 7634–Ford GT Competition Car. New

Car Repair Kit (not shown). Kit includes 4 tires, 4 pick-up wires and 1 guide pin.
49 N 7627 – Shipping weight 4 ounces.....98c

Strombecker Motor

Quality 12-volt high torque motor with latest in printed circuit. Easily installed in minutes.
49 N 7647—Wt. 4 oz. . $2.87



Interchangeable STROMBECKER Track

16 Straight Track. Package of 2. each section 12 in. long
49N7606–Wt. 10 oz.. Pkg. $2.37

17 Lane Changer. Package of 2.
49 N 7617 Wt. 11 oz.$2.97

18 Chicane-Obstacle. 1 pc. track.
49 N 7644—Wt. 5 oz. .$2.37

19 Jump Track. 1 ramp, pond, lip, supports. No straight track.
49 N 7611 Wt. 1 lb. 4 oz $2.97

20 Hill Climb. 1 up, 1 down track, supports. No center track.
49 N 7643—Wt. 1 lb. . . . $2.97

21 Curved Track. Pkg. of 2. For 2-lane, 4-lane inside curves.
49 N 7609—Wt. 12 oz. . . $2.87

22 30° Curved Track. Pkg. of 2 For 2-lane, 4-lane outside curves.
49 N 7640–Wt. 12 oz.. Pkg. $2.87

23 Mechanical Lap Counter.
49 N 7641—Wt. 1 lb. . .$2.97

24 LeMans Start Track. 1 piece.
49 N 7610 Wt. 12 oz. $2.37

25 Terminal Track. 1 piece.
49 N 7642—Wt. 8 oz. $2.87

26 Hump Track with Bridge. 1 pc.
49 N 7645 – Wt. 8 oz. . .$2.37

27 Electric Lap Counter.
Shipping weight 1 lb. 8 oz.
49 N 7646. . . . . .$7.99

28 Power Pack. 12–14 volts. UL listed. On-off switch with circuit breaker to prevent overheating. 110 120-volt, 60 cycle AC.
49 N 7616 – Wt. 1 lb. 8 oz. $6.97

29 Rheostat with Brake. Pistol grip, variable speed hand throttle, thumb brake control. Speedometer shows "miles per hour." Plastic. Leather grain finish. 4 in long
49 N 7614—Wt. 4 oz. $1.97

SAVE THIS CATALOG
You can order toys from pages 441 to 672 from now until September 1, 1966

Strombecker Accessories

STROMBECKER Continental Challenger

Sleek Jaguar XK-E and Ferrari race over more than 28 feet of fast track

$29.95

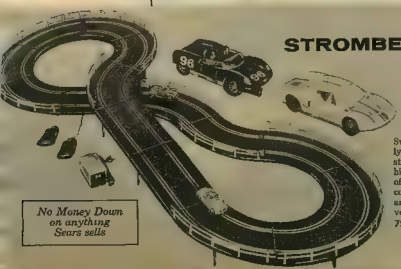
Exact 1/32 scale models of the famous British car, Jaguar XK-E, and an equally impressive Italian car, the Ferrari Berlinetta. Competition proven Strombecker motors simulate the spectacular performance both cars deliver on actual speed ways. You feel as if you are really driving as you guide your car around fast turns and through long straightaways at blinding speeds. The cars react as their full-size counterparts would . . with all of the fishtailing and power drifts on the curves. Plastic and metal tracks, 5½-inch cars. Complete with overpass supports, guard rails, 2 hand controls,14-volt power pack, and guide book.

49 N 9505C Shipping weight 10 pounds. $29.95

STROMBECKER European Road Race

An amazing low price for a set with such finely-detailed cars, over 13 feet of track

$19.95



Swift little road racers, a Lotus MK XIX and Porsche RS-61, accurately detailed in exact 1/32 scale. Cars are about 5½ inches long. The strong, competition-proven 12-volt motor powers both racers. These high-torque motors give real-life action to racers and test reactions of "drivers" as they swish around this tricky course. Rheostat hand controllers let you adjust speeds of cars and also apply brakes. Plastic and metal cars, roadway with guard rails, overpass supports. 14-volt power pack, guide book.

79 N 9512C—Shipping weight 7 pounds $19.95

No Money Down on anything Sears sells

The adventures of Mary Poppins
. . fun with Yogi Bear
. . a Grand Canyon sunset
come alive in
3-dimensional color with

VIEW-MASTER

Best Stereo Viewer has its own light

With 7 3-D reels $5.68 With 1 3-D reel $3.77

No need to hold viewer to sunlight or lamp . . touch full-length lightbar, bright color pictures spring to life. Change scenes by just flipping lever. High-impact plastic. 7 reels—49 scenes with Hanna-Barbera characters . Huck Hound, Yogi Bear, Flintstones, Top Cat, Quick-Draw McGraw. Batteries, attractive box.

3 N 9757—Shipping weight 2 pounds 8 ounces. $5.68
3 N 9765—Viewer with 1 special reel. Wt. 1 lb. 4 oz. 3.77

Unlighted Stereo Viewer

With 7 3-D reels $3.58 $2.78 With 3 3-D reels Any 1 3-D reel $1.53

Get stereo viewer, 7 reels with Donald Duck, Mickey Mouse, Bambi, Snow White, Adventureland, Fantasyland, Tomorrowland, Colorful box.
3 N 9766—Shipping weight 1 pound 2 ounces. $3.58

Viewer plus 3-reel Mary Poppins packet and special reel.
3 N 9761—Shipping weight 9 ounces. 2.78
3 N 9755—Viewer plus 1 special 7-scene reel. Shpg. wt. 8 oz. ... 1.53

Select from 190 View-Master subjects in exciting color

Packet of 3 stereo reels $1.25

Three 7-scene reels are in each packet listed below . . 21 full-color stereo scenes. (Civil War packet is authentic black-and-white, taken during the War.) Packets marked(*) have delightful story folder . . those marked (**) have guidebook, real coin (when available) and stamp. Packets marked (#) for stereo viewers only Shipping weight 3 ounces. *State catalog number and packet title number.* 3 N 9750F—*Postpaid* . Each packet $1.25

SHOWN ON FACING PAGE

B330—A Christmas Carol*
B375 -Birth of Jesus*
B382—Night Before Christmas*
B381 Littlest Angel*
B383—Christmas Story*
B376— Mary Poppins*
B520—Pebbles, Bamm-Bamm*#
B514—Flintstones*#
B516—Popeye*#
B531—Bugs Bunny*
B318—Cinderella*
B512—Huck Hound, Yogi*#
B400—Bambi*
B300—Snow White*
B525—Donald Duck*
B333—Casper*
B500—Barbie's World Trip*
B515—Bullwinkle*#
B361—Wizard of Oz*
A177—Adventureland
A178—Fantasyland
A996-ST—Scenic U.S.A.*
A655—Niagara Falls
A362—Grand Canyon
A306—Yellowstone
A790—Washington D.C.*
A654—New York City*
A671 World's Fair
B612—Wonders of the Deep*
B901 7 Wonders of World*
C166—Paris
B226—Holy Land*
B178-ST—Vatican City*
B658—Man on the Moon*
B614—Wild Animals*

NEW RELEASES

B725—The American Indian*
B470—Annie Oakley*
B206—Athens, Greece*
B479—Daniel Boone*
A584—Greenfield Village
B480—Lassie*
A390—Lincoln Trail*
B851—Noah's Ark*
A326—U.S. Air Force Academy
B469—Zorro*

CHILDREN'S FAVORITES

B570 Beverly Hillbillies*
B471 Bonanza*
B617—Children's Zoo*
B317 Goldilocks, 3 Bears*
B423— Heidi*
B314—Jack and Beanstalk*
B310—Little Red Riding Hood*
B315—Lady and the Tramp*
C282—Tussand's Waxworks*
B528—Mickey Mouse*
B526—Mighty Mouse & Puss*#
B410—Mother Goose Rhymes*
B532—101 Dalmatians*
B372—Peter Pan*
B619—Prehistoric Animals*
B534—Quick Draw McGraw*#
B475—Roy Rogers Roundup*#
B308—Sleeping Beauty*
B509—Space Mouse*
B615—Strange Animals*
B316—Sword in the Stone*
B513—Top Cat*#
B370—20,000 Leagues*
B618—Wild African Animals*
B508—Woody Woodpecker*
B360—Alice in Wonderland*

SCENIC THRILLS

B003—Acapulco
B096—Africa*
A101—Alaska*
B057 —John Glenn's Flight*
B288—Australia
A004—Canadian Rockies*
B192— Berlin*
A486—Black Hills*
A855— Blue Ridge Parkway
A346—Bryce Canyon
B072— Buenos Aires
A988—Busch Gardens
A170—California*
B125—Capetown*
A376—Carlsbad Caverns
A351 Chicago
A813—Williamsburg, Va.*
A961 Cypress Gardens
A581 Detroit Zoo*
A176—Disney Frontierland
A175—Disneyland Main St.
A179—Disney Tomorrowland
B140—Egypt*
A102— Eskimos of Alaska
A296—Glacier Natl. Park
A361—Grand Canyon*
A307 Grand Teton Park
A889—Smoky Mts. Natl. Park
A963—Greater Miami Area
A120—Hawaii*
A122 Hawaii Hula Dancers
A190—Hearst Castle
A123—Honolulu, Waikiki
A158—Hoover Dam
B262—Japan*
A235—Knott's Berry Farm*
A007 Lake Louise-Rockies
A156—Las Vegas
C277—London
A876—Lookout Mountain
A181—Los Angeles*
A846— Mammoth Cave
A964—Marineland, Florida*
A188—Marineland, Pacific*
A051—Montreal
A487—Mt Rushmore
A812 Mt Vernon*
A828—Natural Bridge
A649—New York City*
A653—New York City II
A656—Niagara Falls, Canada
A363—Painted Desert
A965—Parrot Jungle I*
B274—Philippines*
A321 Pikes Peak*
B039—Puerto Rico
A182—Redwood Highway
A884—Rock City Gardens
A652 Rockefeller Center
A322—Rocky Mt. Park
B750—Canadian Mounties*
A323—Royal Gorge
A173—San Diego Zoo*
A172—San Francisco
A966—Seaquarium
A174—Sequoia Natl. Park
A811—Shenandoah Park
A413—6 Flags Over Texas
A792 Smithsonian Inst.
C385—Holland Tulip Time
A651 United Nations
B790 Civil War*(B&W)
A967—Water Ski Show
A991 —Wachee Springs
A793— The White House*
A526—Wisconsin Dells
A171 Yosemite Natl Park
A347—Zion Natl Park
A360—Arizona*
A320—Colorado*
A960—Florida*
A550—Illinois*
A570—Indiana*
A845—Kentucky*
A580—Michigan*
A475—Nebraska*
A650—New York*
A890— North Carolina*
A595—Ohio*
A740 Rhode Island*
A905—South Carolina*
A875— Tennessee*
A410—Texas*
A810—Virginia*
A525—Wisconsin*

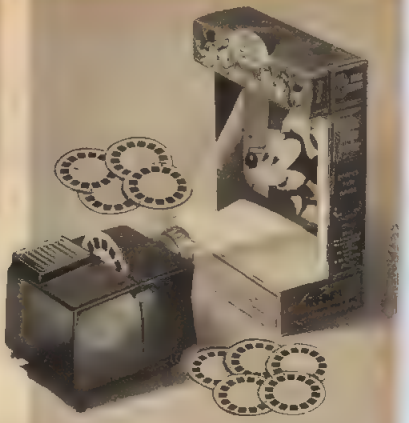
NATIONS OF THE WORLD

B198—Austria**
B188— Belgium**
B057 - Brazil**
A090—Canada**
B079---Chile**
B044—Colombia**
B155—Denmark**
B091 Ecuador**
B156—England**
B172—France**
B193—Germany**
B205—Greece**
B190— Holland**
B251 -Hong Kong**
A085—Iceland**
B235—India**
B186—Italy**
B001 Mexico**
B224—Modern Israel**
B153— Norway**
B025 Panama**
B168—Portugal**
B213— Russia**
B124—South Africa**
B171 Spain**
B151 Sweden**
B185—Switzerland**

View-Master 7-reel Packs $2.17

Each group below is 1 packet of 7 reels (49 3-D color scenes). 3 N 9776F—*State title number.* Shipping wt. 9 oz. . . Pack $2.17

002—Faraway Lands
006—National Parks
008—Disney Cartoons
009—Disney Fairy Tales
012—Fairy Tales
016— Disneyland
017—Animals of the World
018—Nature Subjects
019—Cartoon Favorites
020—Television Favorites



Your favorite cartoon characters come alive on a View-Master Theater

With 140 full-[illegible] $9.44

Projects bright 2-dimensional pictures. 30-watt projector, f:3 lens, screen. Disney Theater has 10 reels (140 scenes) with Mickey Mouse, Donald Duck, 20,000 Leagues, others. Bugs Bunny Theater has 10 reels with Elmer Fudd, Porky Pig, etc. Theaters show your other View-Master reels. 110-120-v., 60-c. AC-DC. Colorful box.

3 N 9763—Disney Theater. Wt. 6 lbs. 3 oz. . . $9.44
3 N 9768—Bugs Bunny Theater. Wt. 4 lbs. 3 oz. 9.44
3 N 8680—Extra 30-watt Lamp. Wt. 8 oz. . . . 99c

View-Master Starter Set with viewer, 8 reels, library box

$5.64

A complete gift for many fun-filled hours of cartoon viewing . . 56 colorful scenes. Includes unlighted stereo viewer plus 7 reels of Huckleberry Hound, Yogi Bear, Quick Draw McGraw, Flintstones, Top Cat and 1 special reel. (For stereo viewers only.) Styrene plastic library box keeps viewer and about 60 reels (8 incl.) dust-free. 8½x5x3 in. Brown and beige finish.

3 N 9764—Shipping weight 2 pounds. $5.64
3 N 9770—Library Box only. Wt. 1 lb. 8 oz. . . 2.09

100-watt Projector with f:2.8 lens

$18.95

Just flick a lever to change scenes on View-Master reels. Plastic. Off-on switch. 110-120-v, 60-c. AC-DC. Wt. 2 lbs. 6 oz.

3 N 9771. . . . . $18.95

Extra Lamp. Wt. 6 oz.

3 N 8681. . . . . $2.35

Show movies again and again .. no threading, no rewinding

Set includes movies of Casper, Popeye, Bozo, Dick Tracy, Alvin, Mr. Ed

Just snap in cartridge and turn handle to show movies anywhere

Kenner's EASY-SHOW MOVIE PROJECTOR

$4.69 without batteries

High impact plastic, precision lens, crank. 9x6x2 in. Incl. 6 black and white movies on 3 continuous-loop snap-in cartridges. *Order 3 "D" batteries below.*
49 N 1656—Shipping weight 2 pounds.....$4.69

4 Extra Films. Magoo, Munsters, Lone Ranger and Superman.
49 N 1748—Wt. 6 oz. Pkg. $1.69

4 Extra Films. Lassie, Roy Rogers, 3 Stooges, Rocky and Bullwinkle
49 N 1753—Wt. 6 oz....Pkg. $1.69

112 glorious-color slide scenes

Kenner's GIVE-A-SHOW $3.99 without batteries

Laugh at the antics of your cartoon friends in 16 all-new shows with top TV stars including the Flintstones, Yogi Bear, Magilla Gorilla and many more. Each show complete on strip of seven 35mm. slides. Projects a picture 5 feet square. Projector measures about 9x2x6 in. Ages 3 to 8. *Order 3 "D" batteries.*
49 N 1842 Wt. 1 lb. 11 oz....$3.99

Extra Kenner Shows. Each set has 84 color slides for 12 shows.
49 N 1830—Flintstones, etc.
49 N 1831—Roy Rogers, etc.
49 N 1832 Huckleberry Hound, etc.
49 N 1833—Popeye, etc
Shpg. wt. each 8 oz.....Set $1.66

"D" Battery. Shpg. wt each 4 oz.
49 N 4660.....16c; 4 for 60c

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

Dim lights, aim and "shoot" color pictures of comic strip adventures on most any surface

Flashy Flickers by MARX $3.99 without batteries

"Shoots" big 4x4-foot pictures. Includes 4 color film strips with 29 scenes in each. Projector 15x7 in. *Order 3 "D" batteries below.*
49 N 1640 Shipping weight 1 pound 9 ounces.....$3.99
49 N 1757—Six Extra Film Strips. Shpg. wt. 5 oz.. Pkg. 1 19

$6.84

Show 3 Mary Poppins and 7 Disney favorites with Tru-Vue Electric Projection Theatre

See 70 color pictures on 11x14-in. screen or up to 3-ft. wide image on wall. Plastic viewer to preview shows, 6x4x5-in. projector with 30-watt bulb, F3 focus lens. 110–120-v., 60-c. AC-DC UL listed.
49 N 1758—Shipping weight 2 pounds.....$6.84

Pkg. of 70 Disneyland Pictures.
49 N 1759—Wt. 4 oz. $1.66

Pkg. of 70 Casper Pictures.
49 N 1771—Wt. 4 oz...$1.66

Project your own shows without slides or film

Super Show by Kenner

$5.99

Now you can enlarge small objects like butterflies, seashells, coins, pictures to a big 4x4-foot projection. Make up your own shows . . inspect stamp collections. Just slip objects onto 35-in. square playing area. See them magnified in full-color detail. Uses one 100-watt bulb (not incl.). 110–120-v., 60c. AC. UL listed.
49 N 1733C—Shipping weight 4 pounds.....$5.99

See famous TV characters "come alive" in full color

Stereo Slide Viewer

$1.55

Alvin and the Chipmunks, Dennis the Menace, Linus and his friends and many more of your favorite TV cartoon characters seem to pop into life in full-color 3-dimensional pictures. 15 complete shows . . 105 stereo scenes. Viewer 4x2x 2 in. Ready to go—no bulb or battery needed. Wt. 8 oz.
49 N 1801.....$1.55

LENOX WARE

THE FINE MELAMINE DINNERWARE

Add bright new color to your everyday dining by choosing from this selection of fresh LENOXWARE patterns. Virtually unbreakable—LENOXWARE is assured by such advantages as *Stain-resistant* cups which resist coffee and tea stains...and tastefully recessed handles on serving pieces. Break-resistant, dishwasher safe, even child-proof. In fact, a 2-year written guarantee protects your investment in LENOXWARE—today's expression of young ideas.

45-pc. Service for 8 consists of: 8 each: Dinner Plates, Saucers, Salad Plates, Stain-resistant Cups, Soup Bowls; 1 each: Platter, Vegetable Bowl, Creamer, Sugar Bowl, Sugar Lid. Shpg. wt 16 lbs.

GARLAND ROSE—A border pattern of delicate pink rose buds and olive green leaves. Decorated dinner plates (10"), saucers and platter (13½"). Salads (7"), cups, soups, vegetable bowl light olive. Creamer and sugar w/lid white.
9624H1997—45-Pc. Set. Ship. wt. 14 lbs.
Retail $29.95

HOMESPUN—A warm floral in shades of brown, orange, yellow and olive on a background of linen-like texture. Decorated dinner plates (10"), saucers and platter (13½"). Salads (7"), cups, soups, vegetable bowl brown. Creamer and sugar w/lid brown.
9820H1997—45 Pc. Set. Ship. wt. 14 lbs.
Retail $29.95

GRECIAN GOLD—A simple border reminiscent of ancient Greek symbolism, on a soft ivory, translucent body. (note vase serving plate) Decorated dinner plates (10¾"), saucers, salads (8") and platter (13½"). Extra generous serving pieces in soft ivory.
9821H3330—45-Pc. Set. Ship. wt. 16½ lbs.
Retail $49.95

GOLDEN RHYTHM—A rhythmic arrangement of lacy bough of shimmering gold against translucent ivory. Decorated dinner plates (10¾"), saucers, salads (8") and platter (13½"). Extra generous serving pieces in soft ivory.
9821H3330—45-Pc. Set. Ship. wt 16½ lbs.
Retail $49.95

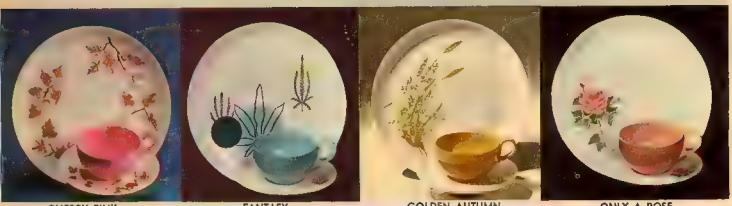
MONTEGO—A border pattern of simplicity with rich warm colors of turquoise, olive and brown. Decorated dinner plates (10"), saucers, salads (8") and platter (13½"). Cups, lug soups, vegetable bowl light olive. Creamer and sugar w/lid white.
9822H2663—45 Pc. Set. Ship. wt. 15½ lbs.
Retail $39.95

ROMA—Overall mosaic style design in subtle varied shades of reds, pinks and greens. Decorated dinner plates (10"), saucers, salads (8") and platter (13½"). Cups, lug soups, vegetable bowl rose pink. Creamer and sugar w/lid white.
9823H2663—45-Pc. Set Ship. wt. 15½ lbs.
Retail $39.95

DUTCH GARDEN—A provincial, yet traditional pattern in a symphony of blues. Decorated dinner plates (10"), saucers, salads (8") and platter (13½"). Accessory pieces in white
9622H2663—45 Pc. Set. Ship. wt. 15½ lbs.
Retail $39.95

TRINIDAD JAMAICA NASSAU

CONTEMPORARY SERIES



CHERRY PINK FANTASY GOLDEN AUTUMN ONLY A ROSE

CALIFORNIA SERIES

DUAL TONE SERIES

MASTERWORKS SERIES

NAPA VALLEY BLACK MAGIC WINDBLOWN TURQUOISE MUMS

STEMWARE & BARWARE

Mix or Match!

Perfect Companions for All Brookpark Dinnerware

Old Fashioned Juice Highball Goblet Wine Champagne

BROOKPARK

FINE QUALITY MELAMINE® DINNERWARE

featuring PERMACLEAN CUPS
A Brookpark exclusive!
The melamine cup that is guaranteed against permanent staining!

★ Newest concept in stemware and barware

★ New break-resistant, super-gloss, scratch-resistant dinnerware

★ Exciting New Patterns

★ Smart decorator accessory colors

★ Exclusive Permaclean cups

★ Best-selling set compositions

★ Full Brookpark 2 year guarantee

★ Complete selection in every price range

★ AND ONLY BROOKPARK HAS IT!

TRINIDAD

Oriental dining in circles of tropical-hot shades of Cinnamon, Tangerine and Beige. Accessory pieces in Cinnamon Exclusive Permaclean cups stay clean—guaranteed against permanent stains of coffee or tea. Service for 8—see composition of set under Caribbean Series below.

9627H2330—45-Pc. Set. Ship. wt. 14 lbs. **Retail $34.95**

CARIBBEAN SERIES
JAMAICA

Bands of simplicity in hues of Avocado, Turquoise and Olive. Blends beautifully with any table setting, casual or formal. Accessory pieces in Avocado. Exclusive Permaclean cups stay clean—guaranteed against permanent coffee or tea stains. Service for 8—see composition of set under Caribbean Series below

9628H2330—45-Pc. Set. Ship. wt. 14 lbs. **Retail $34.95**

NASSAU

Enhanced simplicity of elegance in blends of cool of the sea colors of Bristol Blue, Olive and Powder Blue. Accessory pieces in Bristol Blue. Exclusive stay clean cups—guaranteed against permanent stains of coffee or tea. Service for 8—see composition of set under Caribbean Series below

9629H2330—45-Pc. Set. Ship. wt. 14 lbs. **Retail $34.95**

CONTEMPORARY SERIES

CHERRY PINK

Brite Pink Cherry blossoms with shades of brown and beige tea leaves yield a touch of spring. Accessory pieces in Brite Pink. Permaclean cups have the new finish that prevents permanent staining from coffee or tea. Service for 8—see composition of set under Contemporary Series below.

9817H1997—45-Pc. Set. Ship. wt. 14 lbs. **Retail $29.95**

FANTASY

A dramatic pattern in the modern manner—creates a carefree mood for dining. Abstract plant designs stand out boldly against circles of bright Gold and cool Turquoise. Accessory pieces in Turquoise. Permaclean cups prevent permanent staining from coffee or tea. Service for 8—see composition of set under Contemporary Series below.

9548H1997—45-Pc. Set. Ship. wt. 14 lbs. **Retail $29.95**

GOLDEN AUTUMN

Rich side spray of wheat creates a total effect which is both rich and striking. Accessory pieces in the new Gold color. Exclusive Permaclean cups stay clean—guaranteed against permanent stains of coffee or tea. Service for 8—see composition of set under Contemporary Series below.

9565H1997—45 Pc. Set. Ship. wt. 14 lbs. **Retail $29.95**

ONLY A ROSE

Romantic appeal for the young in heart, captures all its beauty in gentle tones that enhance any table setting. A lovely full-bloom rose against a translucent white background. All accessory pieces in warm pink. Guaranteed non-staining Permaclean cups Service for 8—see composition of set under Contemporary Series below.

9548H1997—45-Pc Set Ship. wt. 14 lbs. **Retail $29.95**

CALIFORNIA SERIES

NAPA VALLEY

Refreshing look of the finest stoneware . . . all-over color of olive green makes a handsome background for grape cluster of burnt orange, olive green and gold pattern, produced from hand-painted original. Accessory pieces in gold. New Permaclean cups resist permanent stains of coffee or tea. Service for 8—see composition of set under California Series below

9819H2663—45-Pc Set. Ship wt. 17½ lbs **Retail $39.95**

DUAL TONE SERIES

BLACK MAGIC

Side spray in the wheat motif of ebony and charcoal on high-gloss white background. The rich, dual-tone accessory pieces are Charcoal with sparkling White interiors. Permaclean cups—guaranteed against coffee and tea stains, permanently. Service for 8—composition of set under Dual-Tone Series below.

9818H2663—45-Pc Set. Ship. wt. 14 lbs. **Retail $39.95**

WINDBLOWN

Brisk as an Autumn breeze! Shadow sprays of tea leaves of cinnamon, nile green and light grey on high gloss white background. The rich, dual-tone accessory pieces are Cinnamon with sparkling White interiors. Exclusive Permaclean cups are guaranteed against permanent stains of coffee or tea. Service for 8—composition of set under Dual-Tone Series below

9632H2663—45-Pc. Set. Ship wt. 14 lbs **Retail $39.95**

MASTERWORKS SERIES

TURQUOISE MUMS

Handsome sidespray of Mums and Buds—Stunning in beautiful shade of Turquoise accented with Beige leaves on white background. Slim, distinctive accessory pieces in matching Turquoise. Exclusive Permaclean cups—ordinary cleaning removes all traces of permanent stains of coffee or tea. Service for 8—See composition of set under Masterworks Series below

9634H2663—45-Pc Set. Ship wt. 17 lbs. **Retail $39.95**

COMPOSITION OF 45 PC. SETS OF BROOKPARK DINNERWARE

CARIBBEAN SERIES

Consists of 8 patterned 10" dinner plates, 8 patterned 6" saucers, 8 patterned 7¼" luncheon/salad plates, 1 patterned 12 ½'' chop plate, 8 matching color Permaclean cups, 8 matching color 15-oz. soup/cereal bowls, 1 matching color 30-oz. open vegetable bowl, 1 each matching color creamer and covered sugar bowl

Contemporary Series

Consists of 8 patterned 10" dinner plates, 8 patterned 6" saucers, 1 13½" patterned platter, 8 matching color luncheon/salad plates, 8 matching color Permaclean cups, 8 matching color 15-oz. soup/cereal bowls, 1 matching color 30-oz. open vegetable bowl, 1 each matching color creamer and covered sugar bowl

CALIFORNIA SERIES

Consists of 8 patterned 10½" dinner plates, 8 patterned 6" saucers, 8 patterned 8" luncheon/salad plates, 1 patterned 12½'' chop plate, 8 matching Permaclean cups, 8 matching color soup/cereal bowls, 1 matching color 30-oz. open vegetable bowl, 1 each matching color creamer and covered sugar bowl

DUAL-TONE SERIES

Consists of 8 patterned 10" dinner plates, 8 patterned 7½" salad plates, 8 patterned 6" saucers, 1 patterned 13½" platter, 8 matching color Dual-Tone Permaclean cups, 8 matching color Dual-Tone 15-oz. soup/cereal bowls, 1 matching color 30-oz. open vegetable bowl, 1 each maching color creamer and covered sugar bowl.

Masterworks Series

Consists of 8 patterned 10¼" dinner plates, 8 patterned 8" luncheon/salad plates, 8 patterned 6" saucers, 1 patterned 15¼" platter, 8 matching color Permaclean cups, 8 matching color 20-oz soup/cereal bowls, 1 matching color 30-oz. open vegetable bowl, 1 each matching color creamer and covered sugar bowl

STEMWARE AND BARWARE

Stemware and Barware that last and last. A compliment to any table setting graceful shapes in glowing heirloom shades to compliment Brookpark's dinnerware. Break-resistant . . . Stain-resistant Dishwasher-safe. Available in shades of **Bristol Blue, Cranberry, Amber, Avocado** and **Charcoal.** Specify color when ordering.

9635H463—	Set of 8—14-oz. Goblet	**Retail $6.95**
9637H463—	Set of 8—8-oz Champagne-Sherbert	**Retail $6.95**
9638H463—	Set of 8—5-oz Cocktail-Wine	**Retail $6.95**
9639H330—	Set of 8—12-oz Highball-Water	**Retail $4.95**
9640H330—	Set of 8—4-oz Old-Fashioned	**Retail $4.95**
9641H330—	Set of 8—6 oz. Juice	**Retail $4.95**

164QB100—"Imperial" Classic Guitar with Case. All Mahogany finish selected Honduras body. Black and White inlay purfling around body. Nickel-silver frets. Brazilian Rosewood fingerboard, inlaid White side position dots. Mahogany neck. Non-slip tuning pegs. Semi-gloss satin finish on natural Mahogany. Approx. size 39" x 14½" x 4¾". Ship. wt. approx. 18 lbs. **Sugg. Retail $135.00**

164QC7411—"Imperial" ½ Size Classic Guitar with Case. Similar to above except ½ size. Ship. wt. approx. 14 lbs. **Sugg. Retail $122.50**

1933G5075—"Troubador" Semi-Classic Guitar with Case. Folk style, flat top guitar with beautiful dark lacquered finish, light oak top with celluloid binding. Beautiful decoration around sound hole. Quality crafted in Italy with adjustable steel reinforced neck. Nickel plated tuning pegs. Rosewood fingerboard. Approx. Size 38" overal, length x 14" w. x 3¾" d. Ship. wt approx. 10 lbs. **Sugg. Retail $82.00**

1913G1815—Concert Size Flat Top Guitar. Birch construction. Beautiful Mahogany lacquer finish, flat back, metal tuning pegs, White Striped top and back edges, position markers, tortoise shell pick guard. Approx size 40½"L x 15¼"w x 3¼"d Ship wt approx 9 lbs. **Sugg. Retail $32.95**

1914G1815—Concert Size Flat Top Guitar. Birch constructed with a beautiful Natural Rubber Top and Mahogany finished sides and back. Top and back edges are White Striped. Guitar has a flat back metal tuning pegs, position markers and tortoise shell pick guard. Truly a delight to own and play. Approx size 40½"L x 15¼"w x 3¼"d Ship. wt approx 9 lbs. **Sugg. Retail $32.95**

1934G1467—Standard Guitar Mahogany Lacquer Finish. Standard size guitar of selected hardwood construction. White striping around top and sound hole. Hard maple ebonized fingerboard accurately fret ted. Sh.kh.ly design. Lacquer finish. Approx. size 38½" l. x 13½" w. x 4¾"d Ship. wt. approx 9 lbs. **Sugg. Retail $26.50**

1935G1467—Standard Guitar. Same as above except with **Walnut Lacquer Finish.** **Sugg. Retail $26.50**

1915G1467—Quality constructed of select hardwood, accurately fretted Hard maple ebonized fingerboard with position dots. Metal tuning pegs. Beautiful Mahogany Finish with White Striping around top and sound hole. Tuned, responsive. Approx. Size: 38½"l. x 15⅛"w. x 4¾"d. Ship. wt. approx. 6 lbs. **Sugg. Retail $26.50**

1645G5431—Play as a classic (finger style) or Spanish (Pick-ram) guitar. Neat fashioned. Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge. Inlaid White position dots on fingerboard front and side. Black and White inlay around sound hole. Non-slip tuning pegs; ivoroid buttons. Satin finish in natural Mahogany. Approx. size 39", x 10¼"w x 3¼"d Ship wt. approx. 11 lbs. **Sugg. Retail $50.50**

1646G4951—Body and neck of selected Honduras Mahogany. Rosewood fingerboard and bridge; fourteen fine frets to body, inlaid White position dots on fingerboard front and side. Black and White inlay around sound hole, non-slip tuning pegs, ivoroid buttons. Satin finish in natural Mahogany. Approx. size 28½", x 10¼"w x 3⅝"d Ship. wt. approx. 9 lbs. **Sugg. Retail $27.50**

◀ "Valencia" Grand Concert Size Spanish Guitar

◀ "Seville" Deluxe Spanish Model Guitar

◀ 5-String Folk-Model Banjo

◀ Western Type Guitar

1650G8371—"Valencia" Guitar with Case. Natural Mahogany body of finest seasoned Honduras. Brazilian Rosewood fingerboard with Pearl positioned dots, inlaid White side dots. Steel bar in neck. Hand finished Nickel-Silver frets. Black and White inlay around sound hole. Single unit tuning machines, Ivoroid buttons. Steel strings. Satin finish in Natural Mahogany. Plastic pick guard. Approx. Size: 39" L x 14½" w. x 4⅛" d. Ship wt. approx. 18 lbs. Sugg. Retail $139.50

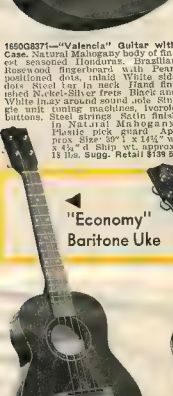
1651G10651—"Seville" Guitar with Case. Grand concert size. Imported select Bavarian spruce top. Black and White inlay around sound hole. Body edges Black shell bound. Mahogany back and sides. Neck of Peruvian Mahogany, reinforced with steel bar. Rosewood fingerboard and bridge. White Pearl position and side dots. Nickel-Silver frets. Steel strings. Satin finish. Approx Size 39" L x 14⅛" w. x 4¾" d. Ship. wt. approx 18 lbs. Sugg. Retail $177.50

1652G6420—5-String Banjo w/ case. Quality U.S. constructed banjo provides great entertainment for individuals and groups folk singing. Laminated Maple rim and neck. Chrome plated, brass hoop. Ivoroid bezel. Pearl luntoo pegs, plastic head. Ship. wt. approx. 12 lbs. Sugg. Retail $107.00

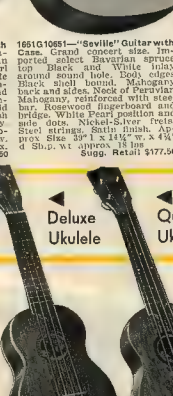
1980G4277—5-String Folk Model Banjo w/case (Not Shown). Similar to above except with 40 clear plastic hooks and quality crafted in Japan to meet specifications. Ship wt. approx. 12 lbs. Sugg. Retail $81.50

1936G6445—Western Type Guitar with Case. Folk style, flat top guitar combining beauty with quality. Italian cutaway top. A pleasure to play and sing. Beautiful dark lacquered finish. Neck tip with celluloid binding. Adjustable steel reinforced neck. Silver plated tuning pegs. Rosewood finger board. Nickel plated tailpiece with end pin attached. A great value. 38" overall length x 14" w. x 3¾" d. Ship wt approx. 16 lbs.

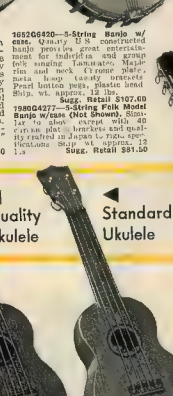
Sugg. Retail $72.00



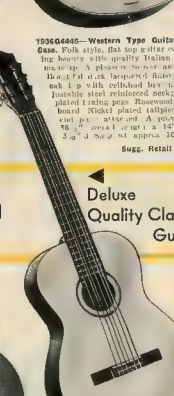
◀ "Economy" Baritone Uke



◀ Deluxe Ukulele



◀ Quality Ukulele



◀ Standard Ukulele

◀ Deluxe Quality Classic Guitar

1895G1467 "Economy" Baritone Uke. Black simulated Hardwood fingerboard. Metal tuning pegs. Nylon strings. Light white stencilled pendant. Approx. 14 frets clear of body. White striped top soundhole. Dark Brown finish. Approx. Size 29½" l. x 10" w. x 3⅝" d. Approx 8-lb. wt. 6 lbs.

Sugg. Retail $28.50

1806G1467 – Baritone Uke. Same as above except Dark Brown Birch construction with a **Natural Blonde Top.** Sugg. Retail $96.50

1938G4171—Deluxe Ukulele with Bag. Body and neck of Mahogany. Rosewood fingerboard, inlaid position dots. Black and White inlay around sound hole. **Body edges bound with Ivoroid;** Ivory nut and bridge saddle. Nickel-silver tuning pegs. Nickel bridge. **Dark Mahogany semi-gloss finish.** Nauga Ayde Flannel-lined Zipper Bag. Approx Size 21¾" x 6⅞" x 2⅝"d Ship. wt. approx 7 lbs.

Sugg. Retail $69.50

1939G2648 Quality Ukulele with Bag. Hand crafted, size as the Regular model. Rosewood fingerboard, inlaid position dots. Black and White inlay around tone hole; Ebony nut and bridge saddle. Ivoroid buttons. Semi-gloss Natural Mahogany finish. Nauga-hyde, Flannel-lined, Zipper Bag. Approx Size 21¾" x 6⅞" x 2⅝"d Ship. wt approx 7 lbs.

Sugg. Retail $44.00

Body and neck of selected Honduras Mahogany. Three strips of Black, White and Black inlay around tone hole. Koko Fingerboard, Ivoroid position dots. Rosewood nut and bridge saddle. Non-slip tuning pegs; ivoroid buttons. Satin finish. Approx. Size: 21¾" x 6⅝"w. x 2⅛"d. Ship wt approx. 4 lbs.

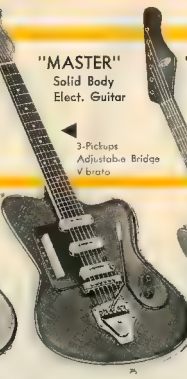
1668G1951—Standard Ukulele. 1649/3G1853 – 3 or more Sugg. Retail **$32.50**

1937G10351 — Deluxe Quality Classic Guitar w/Case. Beautiful Spruce top. Back and sides of selected mahogany. Body edge bound with Black and Ivoroid. Rich tone series of Honduras Mahogany. Brazilian Rosewood fingerboard finished with pearl dots. Rich tone series of Honduras Mahogany. Brazilian Rosewood fingerboard finished with pearl dots. Rich tone series of Honduras Mahogany. Brazilian Rosewood fingerboard finished with pearl position dots and bridge. Nickel and Silver plated non-slip tuning machines. Genuine calf skin fabric. Size 39" l. x 13¾" w. x 4½" d. Ship wt. approx 18 lbs.

Sugg. Retail $172.50

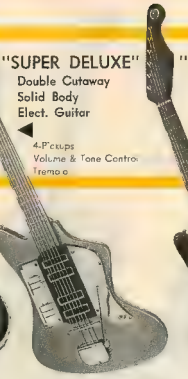
"SUPREME"
Solid Body
Elect. Guitar

- 4 Pickups
- Reinforced Neck
- Vibrato



"MASTER"
Solid Body
Elect. Guitar

- 3-Pickups
- Adjustable Bridge
- Vibrato



"SUPER DELUXE"
Double Cutaway
Solid Body
Elect. Guitar

- 4-Pickups
- Volume & Tone Control
- Tremolo

"DELUXE"
Double Cutaway
Solid Body
Elect. Guitar

- 4-Pickups
- Reinforced Neck
- Tremolo

"Supreme" Guitar with Case
2888MF16865—21 Nickel Plated Frets; 4 Magnetic Adjustable Pickups, 6 Automatic Tone Selectors, Tone and Volume Controls, Vibrato Arm Control; Adjustable Bridge; Beautiful Fingerboard; Pick Guard Combines quality Italian craftsmanship with beauty and performance. Size 41⅝" l. x 14" w. x 1¾" d. Celluloid simulated Pearl-like Finishes **White Checkered Pearl; Gold, Blue, Red or Silver Sparkle Tinsel. Specify Color.** Ship. wt. approx. 20 lbs.
Sugg. Retail $365.00

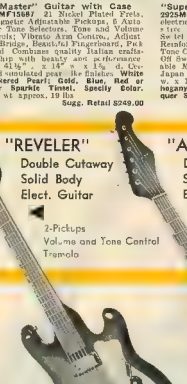
"Master" Guitar with Case
2896MF15587—21 Nickel Plated Frets, 3 Magnetic Adjustable Pickups, 6 Automatic Tone Selectors, Tone and Volume Controls; Vibrato Arm Control, Adjustable Bridge, Beautiful Fingerboard, Pick Guard Combines quality Italian craftsmanship with beauty and performance. Size 41⅝" x 14" w. x 1¾" d. Celluloid simulated pearl-like finishes **White Checkered Pearl; Gold, Blue, Red or Silver Sparkle Tinsel. Specify Color.** Ship. wt. approx. 19 lbs.
Sugg. Retail $249.00

"Super Deluxe" Guitar with Case
2925MF7216—Decols material solid body electric guitar, 20 Frets; 4 Highly Sensitive Adjustable Pickups with On-Off Selector, Detachable Warp-Proof Neck Reinforced with Steel Rod; Volume and Tone Control, Rhythm and Solo with On Off Switch, Tremolo Tail Piece. Adjustable Metal Bridge. Quality Crafted in Japan. Approx. Size 40½" l. x 14⅝" w. x 1¾" d. Available in **Shaded Mahogany (Sunburst), Red or Ivory Lacquer Specify.** Ship. wt. approx. 20 lbs.
Sugg. Retail $142.95

"Deluxe" Guitar with Case
2926MF6700—Hard Wood Body, 20 Frets, 4 Highly Sensitive Adjustable Pickups with On-Off Switch, Detachable Warp-Proof Neck Reinforced with Steel Rod; Adjustable Metal Bridge, Volume and Tone Controls, Rhythm and Solo with On Off Switch, Tremolo Tail Piece. A product of one of Japan's leading, renowned manufacturers. Approx. Size 40¾" x 14⅝" w. x 1¾" d. Available in **Shaded Mahogany (Sunburst), Red or Ivory Lacquer.** Ship. wt. approx. 19 lbs.
Sugg. Retail $135.95

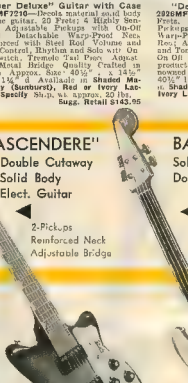
"ROYAL"
Double Cutaway
Solid Body
Elect. Guitar

- 3-Pickups
- Sensitivity Control Knobs
- Tremolo



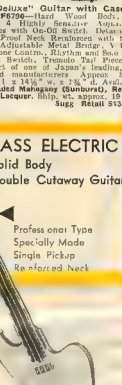
"REVELER"
Double Cutaway
Solid Body
Elect. Guitar

- 2-Pickups
- Volume and Tone Control
- Tremolo



"ASCENDERE"
Double Cutaway
Solid Body
Elect. Guitar

- 2-Pickups
- Reinforced Neck
- Adjustable Bridge



BASS ELECTRIC
Solid Body
Double Cutaway Guitar

- Professional Type
- Specially Made
- Single Pickup
- Reinforced Neck

"Royal" Guitar with Case
2927MF5887—Select Hard Wood Constructed Body, 20 Frets, 3 Highly Sensitive Adjustable Pickups with On-Off Selector, Sensitivity Control Knob for Each Pickup, Detachable Warp-Proof Neck Reinforced with Steel Rod Adjustable Metal Bridge; Volume and Tone Control, Tremolo Tail Piece. Expertly Crafted in Japan. Approx. Size 40" l. x 12⅝" w. x 1¾" d. Available in **Shaded Mahogany (Sunburst), Red or Ivory Lacquer. Specify.** Ship. wt. approx. 17 lbs.
Sugg. Retail $117.95

"Reveler" Guitar with Case
2928MF5327—20 Frets, Select Seasoned Hard Wood Body, 2 Highly Sensitive Adjustable Pickups with On-Off Switch, Sensitivity Control for Each Pickup; Beautiful Warp Proof Neck Reinforced with Steel Rod Metal Adjustable Bridge, Tremolo Tail Piece Crafted in Japan by Hall Specialists. Approx. Size 40" l. x 12⅝" w. x 1¾" d. Available in **Shaded Mahogany (Sunburst), Red or Ivory Lacquer. Specify.** Ship. wt. approx. 17 lbs.
Sugg. Retail $105.50

"Ascendere" Guitar with Case
2929MF4438—20 Frets, Adjustable Pickups with On-Off Switch, Warp-Proof Neck Reinforced with Steel Rod, Pickup Hard Wood Body, Volume and Tone Control. Crafted in Japan. Approx. Size 39½" l. x 12⅝" w. x 1¾" d. **Shaded Mahogany (Sunburst), Red or Ivory Lacquer. Specify.** Ship. wt. approx. 16 lbs.
Sugg. Retail $88.95
2930MF3385—Solid Body Single Pickup Guitar with Case. Similar to Above Except One Pickup. **Specify Color.** Ship. wt. approx. 14 lbs.
Sugg. Retail $67.95

Solid Body Bass Guitar with Case
2931MF7095—Large Bass, For Professional use. Long scale Highly Sensitive Pickup, Specially Made for individual String Adjustment. 20 Frets. Base Machine Head. Warp-Proof Neck Reinforced with Steel Rod has Adjustment Knob for detachment. Specially Made Metal Adjustable Bridge Quality constructed in Japan. Approx. Size 48" l. x 12½" w. x 3" d. Available in **Shaded Mahogany (Sunburst), Red or Ivory Lacquer. Specify.** Ship. wt. approx. 17 lbs.
Sugg. Retail $141.95

See the Worlds of Fantasy, Cartoon, Nature and Travel Come Alive in Exciting 3-Dimension with

VIEW-MASTER®

(A) LIGHTED VIEWER provides its own illumination—so you can enjoy View-Master Scenes wherever you are. With one special reel, Order 2 batteries or use with transformer, see below.
67 T 3834—Ship. wt. 1 lb. 2 oz.. Each $3.49; 2 for $6.89

LIGHTED VIEWER WITH 4 REELS. Includes Viewer and reel (A) above, plus your choice of one 3-reel packet from the facing page. *State packet number desired.*
W67 T 3803—Order batt., below. Wt. 1 lb 4 oz....$4.69

TRANSFORMER. Converts (A) and (D) to elec. operation
67 T 3802—110-120 V., AC. Ship. wt. 6 oz. $2.79

BATTERIES FOR LIGHTED VIEWERS. Pkg. of 2 batteries.
67 T 3217—Size "C". Ship. wt. 4 oz.... Package 30c

(B) STANDARD VIEWER. Simply insert picture reel in easy-hold viewer toward light and enjoy colorful 3-dimensional stereo. Double the fun, buy two and save. With one special 7-scene reel)
67 T 3806—Ship. wt. 10 oz.....Each $1.49; 2 for $2.90

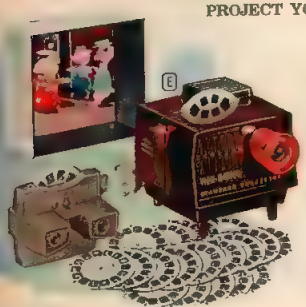
STANDARD VIEWER WITH 4 REELS. Viewer and reel above plus your choice of one 3-reel packet from facing page.
W67 T 3810—*State packet number.* Wt. 12 oz..... $2.69

(C) (D) GIFT PACKS. Viewer plus 7 reels (49 scenes of Yogi Bear, Huckleberry Hound, Quick Draw McGraw and other cartoon favorites). In colorful gift package.
(C) 67 T 3807—With Standard Viewer. Wt. 2 lbs.. $3.59
(D) 67 T 3813—With Lighted Viewer. Wt. 3 lbs 5.69

PROJECT YOUR REELS FOR AS LOW AS $7.79

Cartoon Theatre $9.66

24-Pc. Family Outfit $13.88



(E) FAMILY PROJECT-A-SHOW OUTFIT. Ideal for small viewing groups, "at home" travelogues, story in days for the children. Compact rugged projector with 30-watt lamp. All View-Master reels except the few marked (#) on facing page can be projected in 2 dimension. Outfit includes projector, standard viewer (B) for individual stereo viewing, plus 21 reels (a total of 147 full color scenes) including children's fairy tales, scenic tours of the U.S.A. and visits to foreign lands . . topics of interest to all the family. Tour booklet gives background material for travel reels. Carton forms handy 13x11¾-in. screen
67 T 3821—UL listed. 110-125 V. Ship. wt. 6 lbs . $13.88

CARTOON THEATRE. Same projector as in outfit above, but with 10 entertaining Walt Disney favorite 2-dimension reels including Donald Duck, Peter Pan, Bambi, etc.
67 T 3820 - 10x10-in. screen. Ship. wt. 4 lbs. 3 oz.....$9.66

BUDGET PROJECTOR OUTFIT. Projector, four cartoon reels.
67 T 3819—10x10 in. screen. Ship. wt. 4 lbs..... ..$7.79
67 T 3163—EXTRA LAMP for projectors above. Wt. 2 oz. 99c

DELUXE PROJECTOR $18.99

With 3 Reel Packet of Your Choice

DELUXE VIEW-MASTER PROJECTOR. Extra-powerful 100-watt projection lamp for brilliant projection. Precision 3-element optical lens; handy lamp on-off switch. Carrying handle doubles as elevation set . . adjusts to desired height. Easy to operate, easy to carry. Lets you and your family and friends enjoy inexpensive color "shows" with View-Master reels.
W67 T 3823—*State one packet no. from facing page.* Ship. wt. 5 lbs. . .$18.99

All View-Master Projectors Are U.L. Listed for 110-125 Volt, 60 Cycle.

Table-top Screen

$2.49

(F) Silver Metallic Vinyl Lenticular Screen reflects colors accurately. Sets up instantly, rubber suction cup secures it to table top. Rolls compactly for storage. 22x21 inches overall.

67T1008–Wt. 2 lbs. Only $2.49

Library Chest

$1.95

(G) Library Chest. Storage chest partitioned to hold Viewer plus Reel Packets.

67T3801 –8½x5x5½ in. Ship. wt. 2 lbs.$1.95

Projector Case

$3.79

(H) Projector Case for storing and transporting projector and reels. Fits all View-Master projectors on facing page.

67 T 3847—Ship. wt. 3 lbs. $3.79

SPECIAL HOLIDAY PACK

7 Reels 49 Scenes **$2.10** In Lots of 2

Contains 7 reels (49 scenes) for 3-dimension stereo viewing with standard or lighted viewer or 2-dimension viewing with projectors.

004 Vacationlands of the Scenic West
007 Huckleberry Hound Hall of Fame
008 Disney Cartoons
009 Disney Fairy Tales– Pinocchio, Sleeping Beauty, Peter Pan, etc.
012 Fairy Tales Red Riding Hood, Snow White, Little Mermaid, others
016 Disneyland Scenes
017 Animals of the World
018 Nature Subjects
019 Cartoon Favorites Tom & Jerry, Bugs Bunny, Woody Woodpecker
020 Television Favorites—Casper the Ghost, Droopy, Bugs Bunny

State packet number. Wt. 4 oz. each.

Z67 T 3804–Pack $2.15; 2 Packs $4.20

Over 130 Thrilling VIEW-MASTER® Full Color Picture Subjects for Stereo Viewing or for Projecting

3-Reel Packet **$1.25**

Once you have discovered View-Master equipment and reels, your gift problem will be happily solved for anyone 3 years or older. Adults enjoy these sparkling 3rd dimension Kodachrome color pictures as much as children. Best of all . . this is a gift that often becomes a lifetime collection hobby; additional reels can be added throughout the year.

Selection of View-Master reels grows and grows. Each Christmas season, new subjects are ready for release. With your order, you will receive a brochure listing more than 500 subjects . . hundreds of titles not included here. Subjects are selected for their universal appeal and include Cartoons, Travel, Bible Stories, Classics, Nature, History and Fantasy.

2-376*

W67 T 3812P—View Master Packets. *State title number.* Shipped *Postpaid.* Each $1.25

How to Order All View-Master Reel Packets on These Pages. Each View-Master Title consists of one Packet of 3 Reels (21 full color stereo scenes). Titles marked (*) include an interesting printed story. Titles marked (f) are for standard or lighted Viewers only and CANNOT be used with a projector. Dust cover for each reel. To order Reel Packets pictured below and in color at left, as well as new releases and all titles listed at right, *State catalog number and title number.* W67 T 3812P—Packet *State title number of each packet desired. Ppd.* Each $1.25

12 New Subjects for Christmas 1965

2-725*	The American Indian	2-226*	The Holy Land
2-470*	Annie Oakley	2-480*	Lassie
2-508*	Barbie's World Trip	1-390*	Lincoln Heritage Trail
2 318*	Cinderella (Walt Disney's)	2 851*	Noah's Ark
2-479*	Daniel Boone	1-326	U.S. Air Force Academy
1 584	Greenfield Village, Ford Museum	2 469*	Zorro

2-870* 2-383* 2-224* 2-617*
2-612* 2 520*(f) 2 314*(f) 2 300*
1-793* 2 480* 2 361* 2-317*
2-901* 2 570* 2-370* 2-410*

CHRISTMAS STORIES

2-380* Christmas Carol
2-382* Night Before Christmas
2-875* Birth of Jesus
2-381* The Littest Angel
2-870* Rudolph
2-383* The Christmas Story

CHILDREN'S STORIES AND CARTOONS

2-360* Alice in Wonderland
2-471* Bonanza
2-531* Bugs Bunny
2-515* Bullwinkle (f)
2-521 Cartoon Carnival
2-525* Donald Duck
2-425* Heidi
2-5.2* Huckleberry Hound, Yogi (f)
2 3.4* Jack and the Beanstalk
2-310* Little Red Riding Hood
2-315* Lady and the Tramp
2-382* Madam Tussaud's Waxworks
2-659* NASA's Man on the Moon
2 378* Mary Poppins
2-528* Mickey Mouse
2-526* Mighty Mouse (f)
2 532* 101 Dalmatians
2-372* Peter Pan
2-516* Popeye (f)
2-534* Quick Draw McGraw (f)
2-475* Roy Rogers Roundup (f)
2 308* Sleeping Beauty
2 509* Space Mouse, Enthead
2 316* Sword in the Stone
2-477* TV Shows at Hollywood
2 511 Tom and Jerry
2 513* Top Cat (f)
2 508* Woody Woodpecker Show

Order additional reels to fascinate and entertain children from those pictured.

DISNEYLAND

1 177 Adventureland
1 178 Fantasyland
1-178 Frontierland
1 175 Main Street, U.S.A.
1 179 Tomorrowland

STATES OF THE U.S.

1-101* Alaska
1-120* Hawaii
1-170* California
1-960* Florida
1-360* Arizona
1-320* Colorado
1-550* Illinois
1-650* New York

FAMOUS PARKS

1-376 Carlsbad Caverns Natl. Park
1 861 Cypress Gardens
1-296 Glacier Natl. Park
1-307 Grand Teton Natl. Park
1-888 Smoky Mountain Natl. Park
1-322 Rocky Mountain Natl. Park
1 306 Yellowstone Natl Park
1-171 Yosemite Natl. Park

WORLD TRAVEL

Titles marked (†) include guide book with actual coin, when available, and stamp of the country

2-036* Africa, Cairo to Capetown
1 090 Canada (†)
2 156 England (†)
2 140* Egypt
2 193 Germany (†)
2-190 Holland (†)
3-385 Tulip Time (Holland)
2-180 Italy (†)
2-262* Japan
2-185 Switzerland (†)
2-178 Vatican City (†)
2-155 Denmark (†)
2-153 Norway (†)
2-213 Russia (†)
1-996 Scenic U.S A (†)
2-151 Sweden (†)
2-001 Mexico (†)
2-002 Mexico City

NATURE SUBJECTS

1-581* Detroit Zoo
1-964* Marine Studios, Florida
1-965* Parrot Jungle
1-173* San Diego Zoo
2-615* Strange Animals of the World
2-618* Wild Animals of Africa
2-614* Wild Animals of the World
2-619* Prehistoric Animals
1-986 Sequarium 1, Miami
1-188* Marineland of the Pacific

AMERICAN CITIES

1-534 New York City Sightseeing
1-172 San Francisco
1-790* Washington, D. C.
1-813* Colonial Williamsburg
1-551 Chicago
1-671 New York World's Fair
1-672 New York Fair at Night
2-761 World's Fair of Yesteryear

VACATION SPOTS

1-498* Black Hills—Badlands
1 102 Eskimos of Alaska
.361* Grand Canyon
1-123 Honolulu and Waikiki, Oahu
1-235* Knott's Berry Farm
1-855 Niagara Falls
1-856 Niagara Falls, Canadian Side
1-383 Painted Desert, Petr. Forest
1-321* Pike's Peak
1-182 Redwood Highway
1-583 Wisconsin Dells
2-003 Acapulco
1 004* Banff Canadian Rockies
.963 Greater Miami Area
1 007 Lake Louise, Can Rockies
2 750* Royal Canadian Mounties
Smithsonian Institute
1-967 Water Ski, Cypress Gardens

Order Additional Reels Now to Give Throughout the Year

PROJECTORS for your own Cartoon Theater

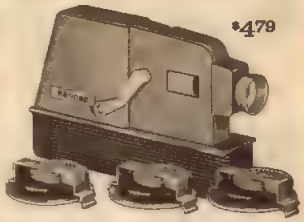
GIVE-A-SHOW Projector

Give 16 Different Shows with 112 Color Frames

Only $3.57

PROJECTS TV FAVORITES—Yogi Bear, Huckleberry Hound, The Flintstones, Peter Potamus, Magilla Gorilla and many others—up to 5x5 ft. on wall or any smooth surface. 35mm color slide strips have 7 frames each. High-impact plastic projector has adjustable precision lens, snap-on switch. Abt. 9 in. long. Uses 3 "D" batteries (not incl.); order on Page 354.
48T2076-Ship. wt. 1 lb. 8 oz. $3.57

DELUXE GIVE-A-SHOW—same projector as above with 24 shows of TV favorites. 168 35mm color frames. Or draw on the 14 clear frames; wipe off and make new shows. 3 crayons. Also Kaleidoscope and 4 Kaleido-slide strips of ever-changing color patterns.
48T2002M—Wt. 2 lbs. 12 oz.. $5.88



$4.79

Easy-Show 8mm Movie Projector

JUST SNAP IN FILM CARTRIDGE, TURN HANDLE 3 cartridges show 2 cartoons each. Repeat without threading or rewinding. Run forward or backward, faster or slower for added laughs. High impact plastic. Adjustable lens, project on wall or any smooth surface. Uses 3 "D" cells, order Pg 354. Abt. 9 in. long.
48 T 2024—Ship. wt. 2 lbs. 4 oz. $4.79

4 EXTRA CARTOONS ON 2 CARTRIDGES FOR ABOVE
48 T 2023—Ship. wt. 8 oz. . Set $1.69

$3.39

"Flashy Flickers" Magic Movie Gun

PROJECT COLOR FILM STRIPS on wall up to 4x4 ft. 4 film strips (29 frames each) of Blondie, Hi and Lois, The Phantom and Prince Valiant. Easy to load, automatic feed and framing; adjustable lens. Uses 3 "D" batteries; order on Page 354. Abt. 15 in. long.
48 T 2084 -Ship. wt. 1 lb. 8 oz. $3.39

48 T 2083—6 EXTRA CARTOONS for above projector
Ship. wt. 6 oz. ..... Set $1.19

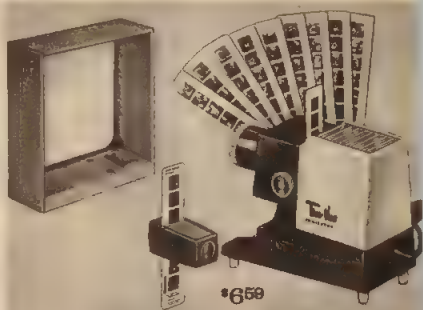
ELECTRIC MAGNAJECTOR

Projects Illustrated Material in Color or Black and White

$5.44

VERSATILE ELECTRIC TOY PROJECTOR is fun at home . . ideal for Show 'N' Tell at school. Insert any pictures in color or black and white up to 3x3½ inches . . it enlarges and projects up to 3x3½ ft. on wall or any smooth surface. Show snapshots, magazine pictures, etc. New "easy focus" screw lens. Uses 60-watt bulb (not incl.). Plug into any household outlet. UL Listed 110-120 volt AC or DC. Made of durable smooth black plastic with decorative sides. Abt. 11x4½x7½ in high.
48 T 2012—Wt. 2 lbs. 6 oz. . $5.44

Phone Your Order Early . .
See Page 392



$6.59

TRU-VUE Electric Theater

IT'S SHOWTIME . . MARY POPPINS AND OTHER DISNEY CHARACTERS star in 70 color scenes on 10 slide strips. High-impact plastic projector (abt. 7 in. long) has adjustable lens and 30-watt projection lamp. Projects unusually clear pictures on 9x9-in. screen or up to 6x6 ft. on wall. Also includes an optical viewer for "previewing."
48 T 2048—Ship. wt. 2 lbs. UL Listed, 110 volts AC-DC..... $6.59

48 T 2049 - 10 DISNEY CARTOONS, 7 scenes each. Wt. 6 oz.. Set 1.59

48 T 2050—10 FAIRY TALES, 7 scenes each. Ship. wt. 6 oz....Set 1.59

Good Housekeeping
LIFE
POST
PLAYBOY
VOGUE
seventeen
Esquire

LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.

HELBROS

Charming masterpieces in time for her by HELBROS, *the name synonymous throughout the world with unsurpassed design and unfailing accuracy. People will notice when you wear a* HELBROS *. . . or present a* HELBROS. *Each has a guaranteed unbreakable mainspring, is anti-magnetic and is shock resistant, electronically tested movements have Lifetime Jewels. Every expansion bracelet can be adjusted for custom-like fit.*

Add 10% Federal Excise Tax if not for resale.

A ALICE. So lovely you'll be amazed at the low price. There's classic sophistication in the oval shape case . . . in rich gleaming yellow with stainless steel back. Matching oval-cut expansion bracelet adjusts for perfect fit. 7 Lifetime jewels, shock resistant, unbreakable mainspring
3486W1527 . .Retail **$29.75**
ALICE "W". Same, in white.
3487W1527 . .Retail **$29.75**

**Waterproof provided crystal and crown are intact, case unopened.*

B LAGOON "W". Tailored for women on the go. Trim in style, rugged in performance Waterproof*, shock resistant and anti-magnetic. Chrome plated top case; stainless steel back, matching expansion bracelet. 17 Lifetime jewels
3488W2300 . . Retail **$45.00**
LAGOON. Same, in yellow.
3489W2467 . . Retail **$49.75**

C CURIE. Glamorous service! Nurses' favorite with clear, full numeral dial and sweep second hand. Smart 10K yellow rolled gold plate case; stainless steel back. Matching expansion bracelet. 17 jewels, shock resistant
3490W2367 . . Retail **$47.50**
CURIE "W". Same, in white.
3491W2367 . . Retail **$47.50**

D JANE. Deftly curved pear shape yellow top case, stainless steel back Matching adjustable expansion bracelet. Precision movement has 17 Lifetime jewels, unbreakable mainspring, shock resistant.
3492W1993 . . .Retail **$39.75**
JANE "W". Same, in white.
3493W1993 . . .Retail **$39.75**

E LAURA. Delicately designed marquise shape case has yellow top . . . complemented by matching expansion bracelet that tapers to adjustable links. Stainless steel back. 17 jewels; shock resistant
3494W2167 . . .Retail **$45.00**
LAURA "W". Same, white.
3495W2167 . . .Retail **$45.00**

F HEDDA. Diminutive 21 jewel precision masterpiece! Unique diamond shape dial set in a sculptured case of 10K yellow rolled gold plate, stainless steel back Matching expansion bracelet. Unbreakable mainspring, shock resistant
3496W2393 . . .Retail **$47.50**
HEDDA "W". Same, white.
3497W2393 . . Retail **$47.50**

G ARLENE. Outstanding 21-jewel precision beauty! Definitely different square shaped case; matching tapered bracelet. Yellow top; stainless steel back Unparalleled accuracy with guaranteed unbreakable mainspring, shock resistant.
3498W2727 . . .Retail **$55.00**
ARLENE "W". Same, white top.
3499W2727 . . .Retail **$55.00**

H BARONESS. Four brilliant diamonds lavish this petite, marquise shape watch, with 21 Lifetime jewels. 10K yellow rolled gold plate top; stainless steel back. Matching expansion bracelet
3500W3193 . . .Retail **$65.00**
BARONESS "W". Same, white.
3501W3193 . . .Retail **$65.00**

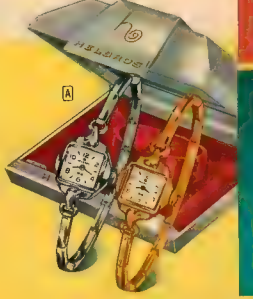
J CAMELIA. Deserves a standing ovation! Two shimmering diamonds blaze in a delicately shaped case. 10K yellow rolled gold plate top; matching tapered bracelet. 17 jewels. Stainless steel back
3502W3060 . . .Retail **$62.50**
CAMELIA "W". Same, white.
3503W3060 . . .Retail **$62.50**

Retail Prices are suggested only and may vary in different trading areas

HELBROS

HELBROS presents this prized collection of exquisite fashions in time. Choose a HELBROS . . . you'll know why the name is famous throughout the world for the ultimate in precision craftsmanship, combined with beauty of design. Electronically tested Lifetime Jewel movements, guaranteed unbreakable mainsprings, shock resistant. Expansion bracelets fit perfectly, thanks to the quick link-adjustment feature.

Add 10% Federal Excise Tax if not for resale.



A DORA. Fashion-favored diminutive 17 Lifetime jewel timepiece! Fascinatingly faceted square case in yellow top with matching, expansion bracelet. Adjust quickly to fit any size wrist. Looks and works like watches costing many dollars more! Stainless steel back. Shock protected, unbreakable mainspring.
3504W1927 . . Retail **$37.50**
DORA "W". Same, in white
3505W1927 Retail **$37.50**

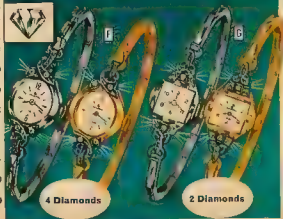
**Waterproof provided crystal and crown are intact, case unopened*

C BOBBIE. Majestic creation! Elegant marquise shape case in glowing yellow with stainless steel back. Matching expansion bracelet. 7 Lifetime jewels; shock resistant.
3510W1527 . . Retail **$29.75**
BOBBIE "W". Same, white.
3511W1527 . Retail **$29.75**

E SAHARA "W". Favorite of active women! Waterproof*, shock resistant, unbreakable mainspring. Sweep second hand on luminous dial. Chrome plated top; stainless steel back. Black leather strap. 7 jewels
3512W1580 . . Retail **$29.75**
SAHARA. Same, yellow top, brown leather strap
3513W1727 . . Retail **$33.75**

F CHARMAIN. Four blazing diamonds shine brightly in this oval case of 10K yellow rolled gold plate, stainless steel back. Matching adjustable expansion bracelet. 17 Lifetime jewels, shock resistant
3514W2793 Retail **$55.00**
CHARMAIN "W". Same, white
3515W2793 Retail **$55.00**

G BELINDA. Two shimmering diamonds give a magical glow to the exquisite square yellow top case, stainless steel back. Matching expansion bracelet. 17 Lifetime jewels, shock resistant
3516W2367 . . Retail **$47.50**
BELINDA "W". Same, white
3517W2367 Retail **$47.50**



NATIONALLY ADVERTISED IN . . .

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seventeen

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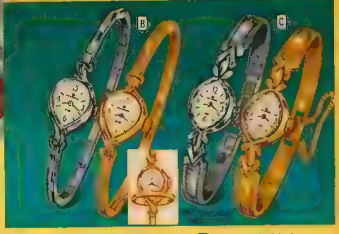
LIFETIME GUARANTEE

on all movement parts against breakage

All movement parts in every HELBROS watch are guaranteed never to break, and will be replaced by factory without charge for parts. Postage, insurance, handling and packaging charge $1.25.



B RHONDA. Exquisite miniature! Our tiny pear shape watch in 10K yellow rolled gold plate case with stainless steel back. Matching expansion bracelet. 17 jewels; shock resistant, unbreakable mainspring.
3506W2260 . . Retail **$45.00**
RHONDA "W". Same, white.
3507W2260 Retail **$45.00**

C DALLAS. Excitingly new, petite marquise shaped case of 10K yellow rolled gold plate. Matching tapered links and flexible mesh blend into a slim bracelet. 17 Lifetime jewels, shock resistant, unbreakable mainspring
3508W2567 Retail **$49.75**
DALLAS "W". Same, white
3509W2567 Retail **$49.75**

H SCARLET. The height in styling artistry! Tapered bracelet accents the simple dial. 10K yellow rolled gold plate top. Stainless steel back. 17 jewels. Unbreakable mainspring, shock resistant
3518W2660 . . Retail **$52.50**
SCARLET "W". Same, white.
3519W2660 Retail **$52.50**

J EVELYN. Fashionable and flattering! Rhythmically curved case has yellow top; stainless steel back. Matching expansion bracelet 17 Lifetime jewels, shock resistant, unbreakable mainspring.
3520W1993 . . Retail **$39.75**
EVELYN "W". Same, white.
3521W1993 . Retail **$39.75**

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HELBROS

Nationally advertised, recognized the world over as a leader in fine watches! The HELBROS *name is your assurance of superior quality and excellence in design. All feature Lifetime Jewels, guaranteed unbreakable mainspring and are shock resistant. All expansion bracelets can be lengthened or shortened for perfect fit by adding or subtracting links. Select your* HELBROS *or choose one for a proud gift. Gift boxed.*

*Waterproof provided crystal and crown are intact, case unopened.

Add 10% Federal Excise Tax if not for resale.

A BAHAMA. Superior looks and accuracy at an amazingly low price. 17 jewels. Waterproof*, anti-magnetic, sweep second hand on luminous dial. Shock resistant, unbreakable mainspring. Chrome plated top case; stainless steel back. Matching expansion band.
3522W1737 . . Retail **$35.00**
MILES. Same, all stainless steel
3523W1860 . . Retail **$37.50**
*Waterproof provided crystal and crown are intact, case unopened.

B FLEET "W". Wafer-slim styling combined with rugged workmanship. Waterproof*, anti-magnetic, shock resistant 17 jewel movement. Unbreakable mainspring. Sleek chrome plated top case, with stainless steel back; matching expansion band can be adjusted to fit your wrist size.
3524W1967 . . Retail **$39.75**

C FLEET. This coin slim aristocrat belongs to the man of initiative! Waterproof*, anti-magnetic, shock resistant to keep perfect time under demanding conditions. 17 Lifetime jewels. Unbreakable mainspring. Yellow top case, stainless steel back; matching expansion band
3525W2260 . . Retail **$45.00**

D CARTER. Champion performer for the man of action. Boasts waterproof*, anti-magnetic, shock resistant 17 jewel movement. Sweep second hand on luminous dial. Handsomely tailored yellow top case, stainless steel back. Matching, adjustable-length expansion band.
3526W2067 . . Retail **$42.50**

E BRYANT. Brave new design! Luxurious from the square dress case to the rich leather band. Yellow top encases sleek dial, stainless steel back. 17 Lifetime jewel movement, guaranteed unbreakable mainspring. Shock resistant.
3527W2327 . . Retail **$49.75**

F CRAIG "W". Only the features are expensive! Self-winding, waterproof*, anti-magnetic, shock resistant. Luminous dial has sweep second hand. Chrome plated top, stainless steel back. Matching expansion band. 7 jewels.
3528W1933 . . Retail **$39.75**
CRAIG. Same, in yellow.
3529W2167 . . Retail **$45.00**

G LEE "W". Outstanding timepiece value! A winner in performance. It's waterproof*, anti-magnetic, shock resistant. Chrome plated top case, stainless steel back. Matching expansion band. 7 jewel movement.
3530W1327 . . Retail **$27.50**
LEE. Same, in yellow
3531W1633 . . Retail **$32.50**

H FARLEY "W". Slim masterpiece of watchmaking! Winds itself automatically on your wrist. A dependable performer with anti-magnetic, waterproof*, shock resistant 17 jewel movement. Chrome plated top, stainless steel back. Matching expansion band.
3532W2633 . . Retail **$52.50**

J FARLEY. Incredibly thin timepiece engineered with most-wanted features. Winds itself as you wear it! Waterproof*, anti-magnetic, shock resistant 17 Lifetime jewel movement. Sweep second hand. Sleek yellow top with stainless steel back. Matching expansion band.
3533W2900 . . Retail **$59.75**

Retail Prices are suggested only and may vary in different trading areas

HAMPDEN

SINCE 1878

GUARANTEED FOR LIFE

All Mechanical Parts

*The movement parts of every conventional watch on this page are unconditionally GUARANTEED FOR LIFE against breakage! Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.50 hand-ing charge

A THE ONE TEN Self-winding 110 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Automatic calendar and it's WATERPROOF!** Luminous dial, sweep second hand Yellow gold flashed, steel back case. Matching 1/20th 10K gold filled expansion band.

6888W5267 ..... **$105.50**

Steel clad top, steel back case with all steel expansion band.

6889W5267 .....**$105.50**

B ELECTROMATIC The accurate split second impulse timepiece. No winding ever! Tiny power cell provides power for over a year. Yellow gold flashed case with stainless steel back is Water-resistant** Luminous dial, sweep second hand Shock resistant movement. Matching 1/20th 10K gold filled expansion band adjusts to fit Special Electric Watch Guarantee.

6890W5700 .....**$114.50**

C TROJAN. 21 Jewel executive dress watch encased in square yellow 10K rolled gold plate case has stainless steel back Dust-protected, shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE.* Dial has raised gilt figures and markers, sweep second hand Matching 1/20th 10K gold filled expansion band

6891W2333 .....**$46.75**

D CLASSIC AUTOMATIC self winding WATERPROOF** Chrome plated top with stainless steel back All stainless steel Clint-O Flex expansion band can be tied in a knot. 17 Jewel shock resistant movement is GUARANTEED FOR LIFE.* No break crystal. Luminous dial.

White dial

6892W2633 ..... **$52.75**

Black dial

6893W2633 ..... **52.75**

E AQUA-MAID Tiniest self winding watch made for women 25 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Yellow gold flashed top, steel back WATERPROOF.** Matching tie it in a knot. Clint O-Flex expansion band

6894W3833 ..... **$76.75**

With chrome plated top

6895W3833 ..... **76.75**

G MERMAID. The world's smallest WATERPROOF** watch! A sport or nurses watch. Unbreakable mainspring. Luminous dial. 17 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Matching adjustable bracelet

Yellow gold flashed top

6896W2967 ..... **$59.50**

All stainless steel

6897W2967 ..... **59.50**

H KATHY. 17 Jewel oval beauty Gold flashed case with steel back. Matching 1/20th 10K gold filled adjustable expansion band. Raised crystal. Unbreakable mainspring, shock-resistant. GUARANTEED FOR LIFE.*

Yellow

6898W1847 ..... **$36.95**

White

6899W1847 ..... **36.95**

J GRACE. Unique design sets off this 10K rolled gold plate, steel back case 21 Jewels. GUARANTEED FOR LIFE.* Unbreakable mainspring Adjustable snake bracelet

6900W2353 Yellow **$47.50**

6901W2353 White **47.50**

K DREAM 6 superb diamonds blaze on 10K rolled gold plate case. 1/20th 10K gold filled adjustable expansion band 21 Jewel movement GUARANTEED FOR LIFE

6902W4180 White **$83.75**

6903W4180 Yellow **83.75**

Every watch comes with a beautiful gift box.

**WATERPROOF: Guaranteed waterproof or water-resistant as long as case, crown and crystal are intact

Shipping weight 8 oz.

Copyright 1964, C W Co

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

HAMPDEN

All Movement Parts GUARANTEED FOR LIFE

*The movement parts of every watch on this page are uncondionally GUARANTEED FOR LIFE against breakage. Never a charge for material or labor FOR LIFE! Simply return watch and guarantee card to Hampden Watch Co. with $1.00 handling charge

A CADET Boy's size WATERPROOF** just like Dad's! Chrome plated top, stainless steel back. Sweep second hand 17 Jewel movement is GUARANTEED FOR LIFE.* Shock-resistant with unbreakable main-spring. Matching all steel expansion band
6904W1500 . $30.50

B SEA WOLF 17 Jewel WATERPROOF** Chrome plated top, steel back for rugged wear. Luminous dial, sweep second. All steel expansion band. Shock-resistant movement GUARANTEED FOR LIFE.*
6905W1533 . . . $30.75
As above, all STAINLESS STEEL.
6906W1940 . . . . . 38.95

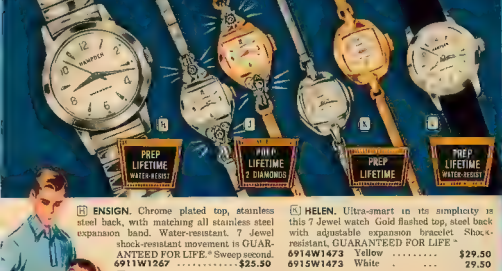
C GALAXY. Rhinestone studded dial and black suede strap make this an elegant dress watch with the newest slim look. FREE all steel expansion band included for a change of pace. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* WATERPROOF,** too!
6907W2013 . . . . . $40.50

Every watch comes with a beautiful gift box

D BETTE. Glamorous pendant watch of yellow gold flashed florentine design. Easy to read dial with sweep second hand. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.*
6908W2233 . . . . . $44.75

E KISMET Finely detailed filigree locket snaps open to reveal the time at a glance. Yellow gold flashed Shock-resistant 17 Jewels GUARANTEED FOR LIFE.*
6909W2527 . . . . . $50.75

G RAMONA. A dainty 17 Jewel watch is artfully concealed in smartly styled florentine bracelet. Yellow gold flashed Shock-resistant GUARANTEED FOR LIFE.*
6910W2393 . . . . . $47.95



H ENSIGN. Chrome plated top, stainless steel back, with matching all stainless steel expansion band. Water-resistant. 7 Jewel shock-resistant movement is GUARANTEED FOR LIFE.* Sweep second.
6911W1267 . . . . . $25.50

J JANICE. 2 sparkling diamonds in gold flashed top, steel back case. Matching expansion bracelet adjusts to fit. 7 Jewels, shock resistant. GUARANTEED FOR LIFE.*
6912W1867 White $37.50
6913W1867 Yellow 37.50

K HELEN. Ultra-smart in its simplicity is this 7 Jewel watch. Gold flashed top, steel back with adjustable expansion bracelet. Shock-resistant, GUARANTEED FOR LIFE.*
6914W1473 Yellow $29.50
6915W1473 White 29.50

L MARTHA Water-resistant! Raised figure luminous dial, sweep second hand. 7 Jewel shock-resistant movement GUARANTEED FOR LIFE.* Chrome plated top, stainless steel back. Sturdy black leather strap
6916W1427 . . . . . $28.75

Sh pping weight 8 oz
Copyright 1964, C W Co.

M SANTA FE TRANSPORTATION WATCH A firm dependable favorite respected for its accuracy. Heavy duty yellow gold flashed timepiece with large clear black numerals, minute divisions, small second hand. Unbreakable crystal. 21 Jewel shock resistant movement with unbreakable mainspring. GUARANTEED FOR LIFE.* Sturdy leather for keeps watch from drop ng out of pocket
6917W2773 . . . . . $55.50
As above with gleaming chrome plated case
6918W2300 . . . . . 46.50

**WATERPROOF Guaranteed waterproof or water resistant as long as case, crown and crystal are intact

See Page 542 for Additional Ladies' Fashion Watches

HAMPDEN

All Movement Parts GUARANTEED FOR LIFE*

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A MARINE MASTER AUTOMATIC WATERPROOF** Winds itself with the movement of your wrist. Handsome slimline case, yellow gold flashed top, stainless back. Luminous dial, sweep second. 17 Jewel shock-resistant movement GUARANTEED FOR LIFE.* 1/20th 10K gold filled Clint-O Flex expansion band. So flexible you can tie it in a knot!

6922W2927 White dial..... $58.75
6920W2927 Black dial..... 58.75

B THE V.I.P. 14K gold, wafer-thin WATERPROOF.** Unusual, handsome florentine bezel and matching florentine 1/20 10K gold-filled expansion band. 17 Jewels, shock-resistant. GUARANTEED FOR LIFE.* And very, very thin!

6921W5467 ..... $109.50

C CENTURY. AUTOMATIC Calendar shows day of week as well as date. WATERPROOF** 17 Jewels, shock-resistant. GUARANTEED FOR LIFE.* Highly polished combination expansion band.

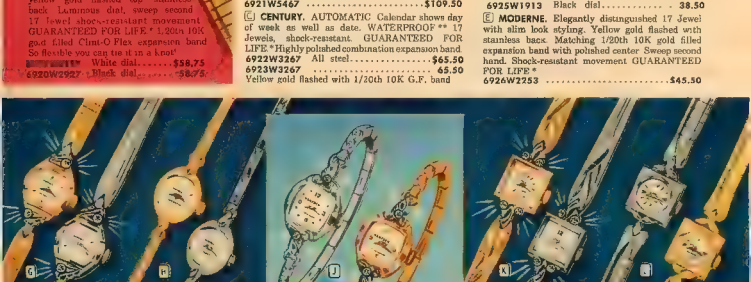
6922W3267 All steel..... $65.50
6923W3267 ..... 65.50
Yellow gold flashed with 1/20th 10K G.F. band

D SEA PRINCE. 17 Jewel WATERPROOF** Sleek and thin in yellow gold flashed top, steel back. Shock-resistant, GUARANTEED FOR LIFE.* 1/20th 10K gold filled expansion band.

6924W1913 White dial..... $38.50
6925W1913 Black dial..... 38.50

E MODERNE. Elegantly distinguished 17 Jewel with slim look styling. Yellow gold flashed with stainless back. Matching 1/20th 10K gold filled expansion band with polished center. Sweep second hand. Shock-resistant movement GUARANTEED FOR LIFE.*

6926W2253 ..... $45.50



G DOREEN 2 fiery diamonds accent the 14K solid gold case. Lovely tapered 1/20th 10K gold filled bracelet with center catch and safety chain. 21 Jewel shock-resistant movement GUARANTEED FOR LIFE.*

6927W4133 White $82.75
6928W4133 Yellow 82.75

H NATALIE. Dainty feminine watch of 14K solid gold with florentine detail on case and matching 1/20th 10K gold filled expansion bracelet. 21 Jewel shock resistant movement GUARANTEED FOR LIFE.*

6929W3267 White $65.50
6930W3267 Yellow 65.50

J FRANCINE 2 sparkling diamonds highlight a gold flashed top steel back case. Matching diamond cut 1/20th 10K gold-filled expansion bracelet adjusts to fit wrist. 21 Jewel shock-resistant movement with unbreakable mainspring is GUARANTEED FOR LIFE.*

6931W2773 White $55.50
6932W2773 Yellow 55.50

Every watch comes with a beautiful gift box

Shipping weight 8 oz. Copyright 1964, C.W. Co.

K UZABETH. Exquisitely styled with 4 brilliant diamonds, sculptured 'rock' crystal. 10K R.G.P. case and beautifully detailed 1/20th 10K gold filled bracelet with safety chain. 21 Jewels, GUARANTEED FOR LIFE.*

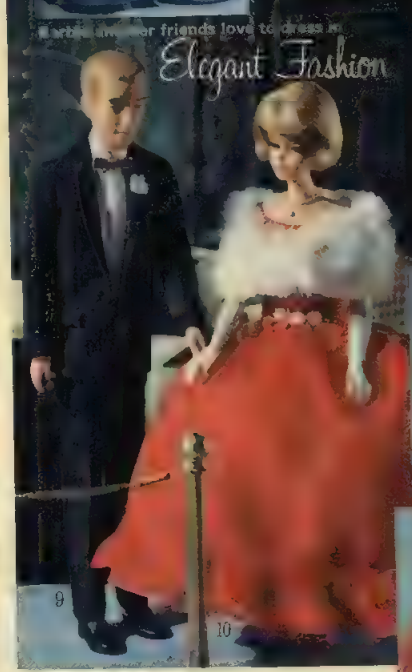
6933W4033 White $80.75
6934W4033 Yellow 80.75

L PATRICIA. Florentine finish accentuates 10K R.G.P. case. Matching 1/20th 10K gold filled Clint-O-Flex expansion bracelet can be tied in a knot! 21 Jewel shock-resistant movement is GUARANTEED FOR LIFE.*

6935W2800 Yellow $56.50
6936W2800 White 56.50

**WATERPROOF: Guaranteed waterproof or water resistant only so long as case, crown and crystal are intact

Retail Prices Are Suggested Only and May Vary in Different Trading Areas



Pretty Dating Outfits

1 **Special Date.** Ken looks handsome in his well-tailored suit. Shirt, tie, shoes, socks included
49 N 3738—Shipping weight 5 ounces.....$2.97

2 **Gold 'n Glamour.** Gold-color lamé tweed ensemble. Stole and hat with fur trim. Accessories.
49 N 3370—Shipping weight 6 ounces.....$2.99

3 **On the Avenue** . . chic knit suit with accessories.
49 N 3371—Shipping weight 5 ounces. . .$2.87

4 **Black Magic.** Sheath, tulle cape, gloves, purse.
49 N 3757—Shipping weight 5 ounces. . .$1.66

5 **Matinee Fashion.** Suit, hat, scarf . . luxury trim
49 N 3378—Shipping weight 5 ounces. . .$2.47

6 **Disc Date.** Evening skirt, blouse, record player
49 N 3380—Shipping weight 5 ounces. . $1.97

7 **Country Club Dance.** Bouffant dress, long gloves.
49 N 3381—Shipping weight 4 ounces. . . .$1.67

8 **It's Cold Outside.** Coat, hat Assorted colors
49 N 3729—Shipping weight 5 ounces $1.57

9 **Ken's Tuxedo** . . satin-faced lapels. With tie, shirt, boutonniere.
49 N 3821—Shpg wt. 7 oz..$2.96

10 **Junior Prom.** Romantic gown, stole necklace, gloves, shoes
49 N 3391—Shpg. wt. 6 oz. $2.43

11 **Midnight Blue.** Lamé-topped gown, cape, accessories.
49 N 3754 -Shpg. wt. 8 oz..$2.99

12 **Fraternity Dance.** Full-length skirt with lace bodice Gloves, sash, necklace with pendant, shoes.
49 N 3396—Shpg. wt. 5 oz. $2.33

13 **Golden Glory.** Brocade gown, evening coat, purse, shoes.
49 N 3393 Shpg. wt. 7 oz. $2.99

14 **Natural Mink Jacket.** The treasure of Barbie's wardrobe. Tailored of natural mink sections.
49 N 3755 Shpg. wt. 4 oz. $7.89

15 **Holiday Dance.** Gals striped gown with long chiffon sash. Evening bag, gloves and shoes.
49 N 3385—Shpg wt. 5 oz..$2.37

16 **Campus Queen.** Satin gown with bouffant net overskirt. Trophy, roses, long gloves, jewelry, shoes.
49 N 3728—Shpg. wt. 5 oz..$2.66

17 **Magnificence.** Satin and chiffon gown with applique and glitter trim. Luxurious satin coat with fur collar Slip, shoes.
49 N 3383—Shpg. wt. 8 oz..$3 74

NOTE: Dolls on this page not included with outfits. Outfits made in Japan.

Barbie's Dream Kitchen-Dinette

Lots to do . . from making Sew-Free® curtains to setting the table

$4.97

Set table with plastic flatware, metal dishes. Make curtains, tablecloth, napkins. "Cook" with percolator, casserole, saucepan. Toaster with 2 slices toast. Table, chairs, stools unassembled. Colorful chipboard. Folds easily to carrying case about 22x7x14 inches high.
79 N 9388C—Shpg. wt. 6 lbs. $4.97

You can order toys on pages 447 through 673 from now until Sept. 1, 1966

Busy Housemaker Outfits. With utensils. 1 for Skipper, 2 for Barbie.
(1) 49 N 3325—Cookie Time for Skipper. Shpg. wt. 1 oz. Set $1.27
(2) 49 N 3326 Barbie Learns to Cook. Shpg. wt. 5 oz. Set 1.97
(3) 49 N 3327—Brunch Time for Barbie. Shpg. wt. 4 oz. Set 1.69

Skipper's Dream Room

You make all the accessories yourself

$4.97

Curtains, dust ruffle, pillows, bedspread . . . fun to make with Sew Free and Cut 'N Button fabrics. Bed vanity, lamp, TV . . . all furniture simple to fold together. Great for storage . . . everything folds away into neat carrying case about 5x18x16 inches high. Chipboard.
79 N 9348C—Wt. 6 lbs. . . . $4.97

Dolls not included with items on this page

4 Dreamtime. For Skooter, Skipper.
49 N 3274—Shpg. wt. 4 oz. .$1.84

5 Wooly P.J.'s. For Skooter, Skipper.
49 N 3303—Shpg. wt. 2 oz. . .99c

6 Slumber Party. For Barbie, Midge.
49 N 3310—Shpg. wt. 5 oz. $2.89

7 Pajama Party. For Barbie, Midge.
49 N 3867 Shpg. wt. 3 oz. $1.24

$2.64 **$2.99**

Sports Car. Plastic with chrome-color fittings, clear windshield, bucket seats. Rubber-like tires, steel axle. 7½x18 in. long. Wt. 3 lbs.
49 N 9320C. . .$2.64

Speedboat. Floats in water or moves across floor on free-rolling wheels. Plastic, chrome-color trim. Bucket seats, steering wheel, windshield. About 20 in. long.
49 N 9314—Shpg. wt. 2 lbs. 1 oz. . .$2.99

Opens to 5 feet long

Entire campus fits into this case

Barbie's CAMPUS

by Mattel

Four campus scenes in one unit. Exclusive with Sears **$2.99**

Barbie and Midge will enjoy all the activities on this realistic chipboard campus. Open it, set up the Sweet Shop with booth, soda bar, stools and phone booth. Dormitory room with twin beds, rug, lamp, nightstand, built-in dressing table, chair, desk with chair. Separate closets for dolls' wardrobes. On reverse side are football stadium and drive-in movie theater plus other campus scenes. Folds for storage; everything fits inside carrying case with handle. Dolls and clothes not incl.

79 N 9303C—Shipping wt. 8 lbs. *Was $4.99*.....$2.99

Pep Rally Gift Set

Complete set for Barbie, Ken and Midge. Includes three costumes listed below.
49 N 3750—Shpg. wt. 1 lb. 4 oz.... Set $5.97

1 **Drum Major.** Ken sets the pace with plush hat, trousers, jacket, shoes, socks, baton.
49 N 3753 Shipping weight 6 ounces. $2.77

2 **Drum Majorette.** Skirt, jacket, sheer tights, hat, boots, gloves and baton.
49 N 3752 Shipping weight 5 ounces .$2.43

3 **Cheerleader.** Full skirt, sweater, socks, shoes, pompons and a megaphone. Rah-rah!
49 N 3751 Shipping weight 5 ounces $1.84

4 **Campus Corduroys.** Ken's casual in jacket, slacks. (Shirt not incl.)
49 N 3739- Wt. 3 oz. $1.69

5 **Outdoor Life.** Jacket, capris, hat, sneakers
49 N 3360—Wt. 5 oz. $2.44

6 **Roving Reporter.** Outfit and camera.
49 N 3361 Wt. 5 oz. $2.47

7 **Fashion Editor.** Dress, hat, shoes, camera.
49 N 3362—Wt. 4 oz. $1 97

8 **College Student.** Ken leads his class. Sports jacket, slacks, shirt, tie, shoes, socks, typewriter.
49 N 3363—Wt. 5 oz. $2.47

9 **Knit Hit.** Stunning two-piece knit dress, flats, and newspaper
49 N 3364—Wt. 3 oz. $1.27

10 **Invitation to Tea.** Glamorous one-pc. hostess pajama, lamé tunic, belt, shoes and tea service.
49 N 3365—Wt. 4 oz. $1 94

11 **Poodle Parade.** Knit coat, sheath dress. Poodle trimmed tote, sun glasses, dog-show award.
49 N 3366—Wt. 5 oz. $2 99

12 **Sleeping Pretty.** Nylon peignoir, gown. Pillow, brush, comb, mules.
49 N 3798—Wt. 5 oz. $2 44

13 **Junior Designer.** Dress with flowers to press on. Belt, shoes, Barbie's own design book
49 N 3367 Wt. 3 oz. $1 27

Barbie's clothes also fit Midge, Tressy, all 11½-in. dolls. Ken's fit Allen. Dolls not incl. Clothes from Japan.

Barbie's lovely bedroom . . Bed, Chifferobe, Vanity, all in hi-impact plastic

1 Colonial 4-poster Bed. Pink plastic with pink striped plastic spread, canopy and pillow. Also for Tressy, all 11¼ in. dolls. Unassembled, 12⅜x9½x7 in.
49 N 9248—Wt. 1 lb. 2 oz.... $2.67

2 Chifferobe. 2 sliding rods, 12 hangers, 4 sliding drawers, one with "secret lock." Perfumed sachet. Pink and white. Plastic. 13x5x14 inches high.
49 N 9384 -Wt. 4 lbs. 12 oz... $5.47

3 French Provincial Vanity. Has real-glass mirror, telephone, picture, tissue holder, bright plush pile covered bench. About 7x4x13 inches high.
49 N 9326—Wt. 1 lb. 2 oz.... $2.47

For Skipper's own room . . Bed, Vanity, Wardrobe trimmed with "jewels"

4 "Jewel-studded" Bed. Taffeta, white lace spread and pillow. Amethyst rhinestone "jewels" at head, foot. Colorful photo inserts. 11x7x9 in.
49 N 9349—Shpg. wt. 13 oz. $2.54

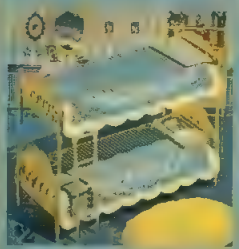
5 Dotted Swiss-skirted Vanity. Bright pile bench seat, real glass mirror, removable drawer. Photo and telephone included. 10x7x5 inches.
49 N 9350- Shpg. wt. 14 oz. $2.54

6 Matching Wardrobe. 2 removable drawers with pink photo inserts. "Gold" and "jewel" trim on white. 6 hangers included. 10x6x3 inches.
49 N 9351—Shpg. wt. 15 oz. $1.57

Barbie's Music-box Piano

Barbie or Skipper can entertain on her own 9-inch piano, jewel case hidden under lid. Wind up musical movement. Durable white plastic, gold color trim. Accessories included.
49 N 9383—Wt. 2 lbs. 4 oz. . $5.87

Note: Doll clothing on this page not included.



Skipper's Bunk Beds

Plastic pieces snap together for bunks; convert to twin beds. Sew-Free® decorator accessories include foam mattresses, foam pillows, bedspreads, pillow covers, plush rug. Full color self-standing background. Unassembled.
49 N 9372—Shpg. wt. 1 lb. 4 oz. $2.54

"Charge it" if you wish

Trunk for Barbie and her friends . . holds 4 miniature dolls, clothes

For dolls 9 through 12 inches . . plastic wig rack $5.97

Vacuum-formed plastic inserts snugly hold Barbie, Ken, Midge and Skipper. All-plastic trunk is reinforced with steel bands for extra strength. Steel fittings plated with nickel, plastic hangers, shelf. About 11x7x13 in. Store Barbie's things—or let her travel.
49 N 9302—Shipping weight 4 lbs. $5.97

7 Vanity Case. Travel vanity case for Barbie and Skipper with their own separate dressers, cameo-shaped mirrors, plastic chairs. Vinyl trunk, aluminum frame closure. Accessory drawers, clothing rack, plastic hangers. 10½x7x13 in. high. Wt. 3 lbs. 5 oz.
49 N 9340. . .$4.79

8 Trunk for 3 dolls. Holds Barbie, Ken and Skipper, plus lots of room for their clothing, accessories. Electronically sealed washable vinyl with aluminum frame, nickel-plated fittings, accessory drawers, plastic hangers. 10½x7x13 in. Wt. 3 lbs. 5 oz.
49 N 9331.... $3.97

9 Skipper-Skooter case. Roomy enough for two 9½ inch dolls. Washable vinyl with look of leather. 2 clothes racks with 12 plastic hangers. Twin accessory drawers. Pictures on exterior. About 15x3x10 inches.
Wt. 2 lbs. 4 oz.
49 N 9387.....$2.67

Single-doll case. Room for Skipper or Barbie, plus clothing and accessories. Washable vinyl. Plastic hangers. Wt. 1 lb. 8 oz.

10 Skipper. 10x7 in.
49 N 9301 $1.87

11 Barbie. 13x10 in.
49 N 9309 $1.87

12 Extra hangers. Set of 48 hangers of high-impact styrene in assorted colors.
Shipping wt. 4 oz.
49 N 9382. . .Set 97c

WARDS WISHMAKER TWINS

plus Carriage, Cradle and Twin Layette

ALL FOR ONLY **$14.89**

SAVE OVER $5

A *Talk of the Town* VALUE

Jerry Only $2.74

Mary Only $2.74

WOULD BE $19.95 IF BOUGHT SEPARATELY. MARY AND JERRY are adorable twin brother and sister dolls, each about 14 in. tall. They both drink from their bottles and wet. Mary is dressed in darling play suit. Jerry wears his one-piece matching playsuit—both wear bootees. Rooted hair, moving eyes, fully jointed.

TWINS WARDROBE includes pajamas, diapers, twin bibs embroidered with their names, rompers suits, a dress for Mary and 2-piece suit for Jerry.

ONLY AT WARDS—FOLDING "HITCHHIKER" CARRIAGE takes both dolls for a ride. Chrome plated tubular steel pusher, vinyl wheels. Quilted sponge rubber body, sun-visor, detachable "hitchhiker" seat. About 20x17x5 in. Easy to assemble.

WICKER ROCKING CRADLE is made just for twins—rocks them soothingly to sleep. About 16x9x4 in. high.

48 T 8303 Y—TWIN DOLLS, CARRIAGE, WARDROBE, CRADLE. Ship. wt. 42 lbs. 10 oz. Mail or Parcel Post.	Complete $14.89
48 T 8300—JERRY DOLL only. Ship. wt. 1 lb. 6 oz.	2.74
48 T 8301—MARY DOLL only. Ship. wt. 1 lb. 6 oz.	2.74
48 T 8302—LAYETTE only. Ship. wt. 6 oz.	4.99
48 T 5655 M—CARRIAGE only. Ship. wt. 27 lbs.	5.49
48 T 4465—CRADLE only. Ship. wt. 21 lbs. 8 oz.	3.99

Carriage Only $5.49

Layette Only $4.99

Cradle Only $3.99

My New Mommy Can Choose My Name

BABY "NAME ME" comes with her own "Birth" Certificate, alphabet beads and spacers—just like in a real nursery. "Mommy" can pick out the letters for Baby's name and put them on her bracelet—enough letters included to spell almost any name "mommy" chooses. Fill out her "Birth" Certificate with her own [illegible]

"WON'T YOU PLEASE GIVE ME A NAME?"—Baby Name-Me seems to say. She's a big, cuddly armful of lovable baby doll that calls her "mama" in her baby voice. Her [illegible] mommy" will delight in choosing a favorite name for her and spelling it out on her own alphabet bead bracelet. "Mommy" will also receive Baby Name-Me's own birth certificate complete with footprint.

A JOY TO LOVE AND CARE FOR, BABY NAME-ME is 26 in. tall, so lightweight, with her soft body formed just like a real baby. She has a round, cherub face, moving eyes, downy-soft rooted hair curled in an adorable baby style. She wears a nylon dress trimmed with delicate lace, matching bonnet ties under her dimpled chin. Also wears plastic panties, shoes and socks. Mail

48 T 8375M Baby Name-Me Doll, Alphabet Beads, [illegible]" Certificate Ship. wt. 4 lbs. 10 oz. Complete 9.98

As Pretty As A Rainbow

[illegible] Shp wt 2 lbs **$6.98**

[2] BEAUTY BABY [illegible] All [illegible] **$5.98**

[3] [illegible] **$4.98**

[4] LITTLE PRINCESS doll, 21 Words by [illegible] She's [illegible] with her [illegible] hair, [illegible] dress with [illegible] Shp wt 1 lb 2 oz **$2.98**

[5] I WANT BABY CRIES REAL TEARS [illegible] **$5.98**

[6] GLAMOROUS TODDLE Is [illegible] **$3.98**

It's So Easy to Shop from the Comfort of Home —Phone Your Order Now . See Page 362.

[1] 18-In. **$6.98**

[2] 20-In **$5.98**

[6] 16-In. **$3.98**

[4] 13-In **$2.98**

[5] 20-In. **$5.98**

[3] 20-In **$4.98**

Outfits May Vary

A Talk of the Town Value

Our Favorite School Girl as Seen on TV

Penny Brite

Such a Charmer . . Her Head Turns and Tilts . . Arms and Legs Actually Bend into All Sorts of Realistic Poses

$1.19 8 IN. TALL

[1] PENNY BRITE Is A PERT LITTLE PIXIE with her smiling dimpled face and rosy cheeks. She can pose in many positions as she is so flexible—has jointed arms, legs. Only 8 in. tall, with rooted hair, painted features, she wears a dress, shoes and panties. Comes in plastic carrying case that converts easily to a wardrobe. Buy her fashionable outfits below.
48 T 4150—DOLL, In Case. Ship. wt. 9 oz. $1.19

Includes Wardrobe Case

Hangers, Clothes not included

Penny Accessories and Clothes

Penny Has Her Own Kitchen and Dinette

[2] PENNY PUTTERS IN HER OWN PLASTIC KITCHEN: it looks almost real! Dish Cabinet has sliding door; Sink has hinged door and removable drip pan. Rinse tray holds cups, saucers. Dinette Table with Lazy Susan, glasses, 2 Chairs. Dress and Apron incl. No doll.
48 T 4553 M—Fully assembled. Ship wt. 2 lbs. 4 oz. . . . . Complete $4.44

[3] PENNY KEEPS LOOKING PRETTY in her Beauty Parlor—dryer with moving hood, chair turns, tilts. Sink holds water, has mirror. Stool. Smock Incl. (No doll). Assembled.
48T4565- Wt. 1 lb. 12 oz. $3.79

[4] PENNY LEARNS ABC's in School Room. Desk, chair, blackboard, chalk, eraser, easel, briefcase, pen, book. 2-pc. dress (No doll). Assembled.
48 T 4566—Wt. 2 lbs. $3.69

[5] PENNY'S BEDROOM—canopied bed, spread, pillow, vanity, mirror, 2 lamps, stool. Pj's incl. (No doll). Assembled.
48T4564-Wt. 2 lbs. 11 oz. $4.99

[6] SPORTS CAR WITH BUCKET SEATS, luggage rack, Suitcase, hatbox, shoulder bag, fuzzy dog goes along. Car with plastic body, abt. 15-in. Coat, hat incl. (No doll)
48 T 1220—Wt. 3 lbs. $4.99

[7] WINTER PRINCESS—pan's, sweater, etc.
48 T 4154—Outfit only. Wt. 4 oz. . . . $1.94

[8] SUN 'n FUN—swimsuit, robe, acces.
48 T 4155—Outfit only. Wt. 4 oz. . $1.99

[9] FLOWER GIRL—dress, shoes, bow.
48 T 4152 -Outfit only. Wt. 4 oz. $1.89

[10] CHIT-CHAT—slacks, top, shoes, acces.
48 T 4155—Outfit only. Wt. 4 oz. . . $2.19

[11] SINGING IN THE RAIN.
48 T 4151—Outfit only. Wt. 4 oz. . . $1.97

[12] ANCHORS AWEIGH—suit, sailor hat, etc.
48 T 4153 -Outfit only. Wt. 4 oz. $2.14

G.I. Joe is ready for action with his 27-piece Machine Gun Emplacement Set

Value-packed set sold only by Sears **$4.89**

Gift set includes G.I. Joe plus all the equipment he needs to set up a strong defensive outpost. G.I. Joe is 11½ inches tall, fully jointed plastic . . takes any combat-action pose. He digs in behind 5 cloth sandbags. With M-1 rifle, bayonet, grenades, ammo box and machine gun on tripod, he has plenty of firepower. He wears camouflaged fabric jacket and pants with plastic helmet, fatigue cap, boots, cartridge belt, first-aid pouch. Also stripes, insignia, dog tags, Marine manual.
49 N 5931—Shipping weight 1 pound 5 ounces.....Set $4.89

1 **$2.19** each

Action Soldier

2 **$2.19**

Action Marine

3 **$2.19**

Action Sailor

4 **$2.19**

Action Pilot

Pick the branch of service you want G.I. Joe to join and he is ready for orders. His 21 movable parts let him take any combat pose– crouching, carrying and shooting a rifle, standing to hurl a grenade, even lying low in a foxhole. He's 11½ inches tall, hand-colored plastic and lifelike down to the scar on his cheek. Each model comes in basic fabric uniform with authentic detail. Also plastic boots, cap, metal dog tag, and training manual that tells about his branch of service and equipment.

1 **Soldier.** G.I. Joe stands by in army-green fatigues and cap, combat boots.
49 N 5902—White soldier. Wt. 10 oz. . .$2.19
49 N 5917—Negro soldier. Wt. 10 oz. . 2.19

2 **Marine.** G.I. Joe takes boot training in camouflaged fatigues and cap, combat boots.
49 N 5913—Shipping weight 10 oz. $2.19

3 **Sailor.** G.I. Joe is on deck in his work shirt, pants, boots and cap
49 N 5918—Shpg. wt. 10 oz. .$2.19

4 **Pilot.** G.I. Joe is ready to patrol the skies in his zippered fabric jump suit, boots, cap and insignias.
49 N 5925—Shpg. wt. 10 oz .$2.19

Save this catalog . . . you can order any of the toys listed on pages 441 to 673 from now until September 1, 1966

G.I. JOE explores ocean depths

Deep Sea Diver Outfit $4.99

In his waterproof white-fabric diving suit, G.I. Joe probes the deep. Separate operating air pumps put air through two hoses, each 24 inches long; bubbles actually appear at the surface! Diving helmet face plate opens and shuts. Outfit also includes gloves, weighted belt and shoes, necessary tools and manual.

49 N 5946—Shipping weight 1 pound $4.99

NOTE: Outfits do NOT include G.I Joe

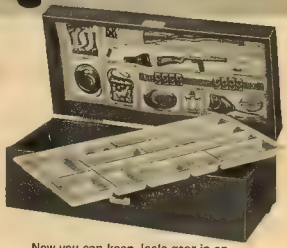
Scramble Outfit complete with crash helmet

$3.99

With a life vest over his zippered flight suit, G.I. Joe is ready for any emergency. His crash helmet has a movable visor, air hose connection, and face mask . . all authentically styled Pistol and holster on belt, plus a clipboard and pad for logging observations.

Shipping weight 11 ounces.

49 N 5947.....$3.99



Now you can keep Joe's gear in an authentically-styled wooden locker

G.I. Joe's Foot Locker $2.99

This foot locker for G.I. Joe is an exact scale-model replica of real G.I. issue. It's over a foot long—plenty of room for Joe's equipment. Durable wooden construction. Includes special removable compartment, rope handles, brass hinges and fixtures, official insignia.

49 N 5935—Shipping weight 1 pound 13 ounces.....$2.99

Frogman Outfit

Now G.I. Joe can perform scuba diving missions. Tank straps to back and knife scabbard straps to leg. Depth gauge. Rubber suit, fins, headpiece, face mask.

49 N 5921—Wt. 14 oz. . . .$3.69

Sea-rescue and naval attack Outfit

Outfit includes authentic Navy life jacket, raft which inflates and actually holds Joe up. Also binoculars, blinker, anchor, flare gun, first-aid kit, signal flags.

49 N 5945—Wt. 15 oz., $3.99

Combat man's equipment Carrying Case

$2.99

This carrying case is also a jeep in the midst of battle! A vivid battle scene appears on both sides of the case and a transparent plastic window lets you see through to the other side. Made of army green plastic, the equipment case is a roomy 15½ inches long, 4½ inches deep, 10 inches high. Compartments inside for battle gear, separate locker for uniforms. It's an ideal place to store G.I. Joe and equipment.

49 N 5966—Shipping weight 1 pound 8 ounces $2.99

Attack Helmet Outfit 99c

G.I. Joe can storm beaches with this durable plastic helmet, blinker light and field glasses. Shipping weight 3 oz.

49 N 5924.....99c

Scaled to fit G.I. JOE

'Jeep' COMBAT SET

R-R-R-R

Looks and sounds like a real Army jeep . . holds G.I. JOE® comfortably in either seat $7.99 without batteries

A plastic vehicle for rugged play with authentically detailed accessories. Jeep® with "moto-rev" engine sound, is controlled by 3-speed gear shift lever. Adjustable windshield lowers to combat position. Heavy-duty tires. 4 rocket projectiles, detachable ¼-ton trailer. From Japan. Jeep and Trailer 38 in. long.

79 N 5930L—Shipping weight 8 pounds..... $7.99

79 N 4660—"D" Battery for Searchlight. Order 2, Wt. 4 oz. Each 16c; 4 for 60c

Battery-operated Searchlight, mounted on tripod, swivels 360° . . 106mm recoilless Rifle swings 360° and elevates 45°

All 3 have room for G.I. Joe®

All 3 have "live-action" sound

$4.67

$3.97

$4.99

Friction-powered Armored Car

Authentic styling in every plastic detail, right down to the decals and spare wheel. Twin Tiger-Tone, the friction-powered engine with a roaring motor sound. Needs no batteries. 20 in. long.

49 N 5961C—Shipping weight 4 lbs.....$4.67

Rotor turns on Jet Helicopter

Has the exciting look and sound of a real H-32 Hiller Hornet! When rotor is turned, you hear a powerful response. Decals, swivel rudder, free-rolling wheels, windshield. Plastic. 28 in. long

79 N 5964L Shipping weight 3 lbs..... $3.97

Friction-powered Jet Fighter Plane

Styled after F-9F Panther jet, carrier-based fighter. Push it . friction motor propels it with a jet roar. Removable bubble canopy, decals. Plastic. 30 inches long.

79 N 5963C—Shipping weight 5 lbs.....$4.99

NOTE: *G. I. JOE not included with any item on this page*

Field Jacket Set

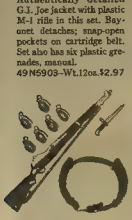
Authentically detailed G.I. Joe jacket with plastic M-1 rifle in this set. Bayonet detaches; snap-open pockets on cartridge belt. Set also has six plastic grenades, manual.
49 N5903–Wt.12oz.$2.97

Field Pack Set

Realistically detailed, this pack for G.I. Joe has straps, buckles. Canteen with cover on pistol belt; first-aid pouch, entrenching tool and cover. Mess kit with utensils.
49 N5904–Wt.12oz.$2.48

Pup Tent Set

G.I. Joe uses this fabric tent with posts and stakes in the field. Has camouflage netting and foliage. Plastic machine gun with tripod, ammo box. Spade. Wt. 14 oz.
49 N 5905. . . . .$3.79



Rifle Set

Set includes plastic M-1 rifle with shoulder straps. Bayonet detaches. Also, cartridge belt and 6 plastic hand grenades.
49 N 5909 Wt. 3 oz. .99c

Machine Gun Set

Scaled from Army model, gun is 5⅜ in. long, made of tough plastic. Gun swivels on tripod, has own ammo box.
49 N5911–Wt. 3 oz.99c

Marine Medic Set

G.I. Joe aids battle wounded with this set. It includes Red Cross flag. Medic bag, stethoscope, other medical supplies.
49N5944–Wt. 9 oz. $2.99

Camouflage Helmet. For G.I. Joe missions requiring concealment. Army green plastic helmet has chin strap, camouflage netting and "foliage" for going through the jungle unseen.
49 N 5908—Shipping weight 3 ounces. 89c

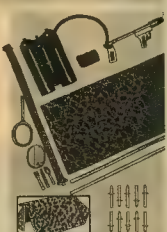
Ski Patrol Outfit $3.44

For operations in the icy and mountainous North, G.I. Joe needs this ski outfit. Imagine Joe in action, wearing his two-piece white fabric parka with a hood which fits snugly around his head for protection against cold. Snow-white mittens keep his hands warm as he swoops down slopes on his realistic white skis. Plastic skis have easy-on binders. Sun goggles protect his eyes from the dazzling glare. Set also includes black plastic ski boots and authentically-styled ski poles. With this set, you're in charge of the Ski Patrol!
49 N 5927—Shipping weight 10 ounces. . . . . .Set $3.44

Mountain Troops Set is what G.I. Joe needs in snowy, rough combat territory. It includes an Alpenstock, the long staff used in mountain climbing. Snow shoes, cartridge belt, climbing rope, survival manual and camouflage white field pack.
49 N 5919—Shipping weight 7 ounces. . . . . .Set $2.89

Marine Dress Parade Outfit $3.29

Here G.I. Joe wears the glory of the U.S. Marines. Blue dress jacket has brass buttons, red trim. Red side stripe on trousers, white garrison cap, pistol belt. Plastic M-1 rifle. All handsomely and authentically detailed. Shipping weight 14 oz.
49 N 5916–Set $3.29



G.I. Joe's Beachhead Assault Tent Set

Let G.I. Joe charge across the sand and attack pillboxes with the flame thrower that straps on his back. Camouflaged tent sets up with poles and pegs. This set also supplies him with pistol belt, first-aid pouch. Plastic mess kit has knife, fork, and spoon. Manual.
49 N 5915–Wt. 14 oz. .$2.99

Radio and Telephone Set. Has phone, wire roll. Field radio, map with case. Wt. 4 oz.
49 N 5948 . $1.69

Outfits do NOT include G.I. Joe

G I JOE

America's Action Soldier

with 21 movable parts

G.I. Joe is ready for action with his 27-piece Machine Gun Emplacement Set

Value-packed set sold only by Sears **$4.89**

Gift set includes G.I. Joe plus all the equipment he needs to set up a strong defensive outpost. G.I. Joe is 11½ inches tall, fully jointed plastic . . takes any combat-action pose. He digs in behind 5 cloth sandbags. With M-1 rifle, bayonet, grenades, ammo box and machine gun on tripod, he has plenty of firepower. He wears camouflaged fabric jacket and pants with plastic helmet, fatigue cap, boots, cartridge belt, first-aid pouch. Also stripes, insignia, dog tags, Marine manual.

49 N 5931—Shipping weight 1 pound 5 ounces..... Set $4.89

1 $2.19 each

Action Soldier

2 $2.19

Action Marine

3 $2.19

Action Sailor

4 $2.19

Action Pilot

Pick the branch of service you want G.I. Joe to join and he is ready for orders. His 21 movable parts let him take any combat pose—crouching, carrying and shooting a rifle, standing to hurl a grenade, even lying low in a foxhole. He's 11½ inches tall, hand-colored plastic and lifelike down to the scar on his cheek. Each model comes in basic fabric uniform with authentic detail. Also plastic boots, cap, metal dog tag, and training manual that tells about his branch of service and equipment.

1 **Soldier.** G.I. Joe stands by in army-green fatigues and cap, combat boots.
49 N 5902 - White soldier. Wt. 10 oz. $2.19
49 N 5917—Negro soldier. Wt. 10 oz. . . 2.19

2 **Marine.** G.I. Joe takes boot training in camouflaged fatigues and cap, combat boots.
49 N 5913—Shipping weight 10 oz. $2.19

3 **Sailor.** G.I. Joe is on deck in his work shirt, pants, boots and cap.
49 N 5918—Shpg. wt. 10 oz. $2.19

4 **Pilot.** G.I. Joe is ready to patrol the skies in his zippered fabric jump suit, boots, cap and insignias.
49 N 5925 Shpg. wt. 10 oz. $2.19

Save this catalog . . you can order any of the toys listed on pages 441 to 673 from now until September 1, 1966

Field Jacket Set

Authentically detailed G.I. Joe jacket with plastic M-1 rifle in this set. Bayonet detaches, snap-open pockets on cartridge belt. Set also has six plastic grenades, manual.
49 N5903–Wt.12oz.$2.97

Field Pack Set

Realistically detailed, this pack for G.I. Joe has straps, buckles. Canteen with cover on pistol belt; first-aid pouch, entrenching tool and cover. Mess kit with utensils.
49 N5904–Wt.12oz.$2 48

Pup Tent Set

G.I. Joe uses this fabric tent with posts and stakes in the field. Has camouflage netting and foliage. Plastic machine gun with tripod, ammo box. Spade Wt. 14 oz.
49 N 5905. . . . . $3.79

Rifle Set

Set includes plastic M-1 rifle with shoulder straps. Bayonet detaches. Also, cartridge belt and 6 plastic hand grenades.
49 N 5909–Wt 3 oz. .99c

Machine Gun Set

Scaled from Army model, gun is 5¾ in. long, made of tough plastic. Gun swivels on tripod, has own ammo box.
49 N5911–Wt. 3 oz.99c

Marine Medic Set

G.I. Joe aids battle wounded with this set. It includes Red Cross flag, Medic bag, stethoscope, other medical supplies.
49 N5944–Wt. 9 oz. $2.99

Camouflage Helmet. For G.I. Joe missions requiring concealment. Army green plastic helmet has chin strap, camouflage netting and "foliage" for going through the jungle unseen.
49 N 5908—Shipping weight 3 ounces. 89c

Ski Patrol Outfit $3.44

For operations in the icy and mountainous North, G.I. Joe needs this ski outfit. Imagine Joe in action wearing the two-piece white fabric parka with a hood which he wears around his head for protection against cold. Snow white terrycloth mittens keep his hands warm as he swoops down slopes on his realistic white skis. Plastic poles have easy-on bearers. Sun goggles protect his eyes from the dazzling glare. Set also includes black plastic ski boots and authentically-styled ski poles. With this set, you're in charge of the ski Patrol.
49 N 5927—Shipping weight 10 ounces. . . . . Set $3.44

Marine Dress Parade Outfit

$3.29

Here G.I. Joe wears the glory of the U.S. Marines. Blue dress jacket has brass buttons, red trim. Red side stripe on trousers; white garrison cap, pistol belt. Plastic M-1 rifle. All handsomely and authentically detailed. Shipping weight 14 oz.
49 N 5916–Set $3 29

Radio and Telephone Set. Has phone, wire roll. Field radio, map with case. Wt. 4 oz.
49 N 5948. . . . . $1.69

G.I. Joe's Beachhead Assault Tent Set

Let G.I. Joe charge across the sand and attack pillboxes with the flame thrower that straps on his back. Camouflaged tent sets up with poles and pegs. This set also supplies him with pistol belt, first aid pouch. Plastic mess kit has knife, fork, and spoon. Manual.
49 N 5915–Wt. 14 oz. $2.99

Mountain Troops Set is what G.I. Joe needs in snowy, rough combat territory. It includes an Alpenstock, the long staff used in mountain climbing. Snow shoes, cartridge belt, climbing rope, survival manual and camouflage white field pack.
49 N 5919. Shipping weight 7 ounces . . . . . Set $2 89

Outfits do NOT include G.I. Joe

G.I. JOE explores ocean depths

Deep Sea Diver Outfit $4.99

In his waterproof white-fabric diving suit, G.I. Joe probes the deep. Separate operating air pumps put air through two hoses, each 24 inches long; bubbles actually appear at the surface! Diving helmet face plate opens and shuts. Outfit also includes gloves, weighted belt and shoes, necessary tools and manual

49 N 5946—Shipping weight 1 pound.....$4.99

NOTE: Outfits do NOT include G.I. Joe

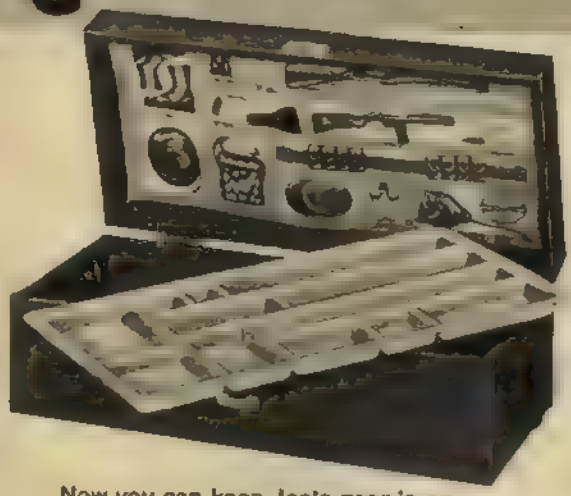
Scramble Outfit complete with crash helmet

$3.99

With a life vest over his zippered flight suit, G.I. Joe is ready for any emergency. His crash helmet has a movable visor, air hose connection, and face mask — all authentically styled. Pistol and holster on belt, plus a clipboard and pad for logging observations.

Shipping weight 11 ounces.

49 N 5947.....$3.99



Now you can keep Joe's gear in an authentically-styled wooden locker

G.I. Joe's Foot Locker $2.99

This foot locker for G.I. Joe is an exact scale-model replica of real G.I. issue. It's over a foot long—plenty of room for Joe's equipment. Durable wooden construction. Includes special removable compartment, rope handles, brass hinges and fixtures, official insignia.

49 N 5935—Shipping weight 1 pound 13 ounces.....$2.99

Frogman Outfit

Now G.I. Joe can perform scuba diving missions. Tank straps to back and knife scabbard straps to leg. Depth gauge. Rubber suit, fins, headpiece, face mask.

49 N 5921—Wt. 14 oz.....$3.69

Sea-rescue and naval attack Outfit

Outfit includes authentic Navy life jacket, raft which inflates and actually holds Joe up. Also binoculars, blinker anchor, flare gun, first-aid kit, signal flags.

49 N 5945—Wt. 15 oz.... $3.99

Attack Helmet Outfit 99c

G.I. Joe can storm beaches with this durable plastic helmet, blinker light and field glasses. Shipping weight 3 oz.

49 N 5924.....99c

$2.99

Combat man's equipment Carrying Case

This carrying case is also a jeep in the midst of battle! A vivid battle scene appears on both sides of the case and a transparent plastic window lets you see through to the other side. Made of army green plastic, the equipment case is a roomy 15¾ inches long, 4½ inches deep, 10 inches high. Compartments inside for battle gear, separate locker for uniforms. It's an ideal place to store G.I. Joe and equipment.

49 N 5966—Shipping weight 1 pound 8 ounces.....$2.99

Scaled to fit G.I. JOE

Jeep

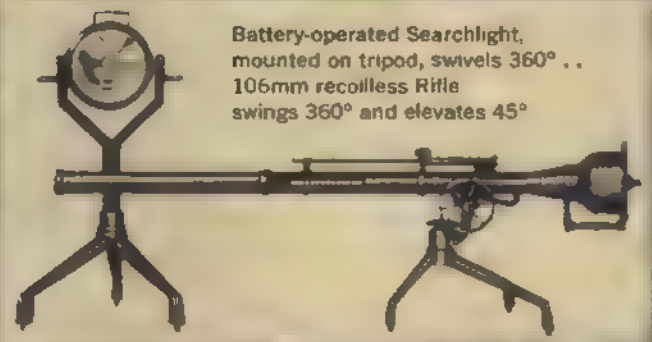
R-R-R-R

Looks and sounds like a real Army jeep . . holds G.I. JOE® comfortably in either seat $7.99 without batteries

A plastic vehicle for rugged play with authentically detailed accessories. Jeep® with "moto-rev" engine sound, is controlled by 3-speed gear shift lever. Adjustable windshield lowers to combat position. Heavy-duty tires. 4 rocket projectiles, detachable ¼-ton trailer. From Japan. Jeep and Trailer 38 in. long.

79 N 5930L–Shipping weight 8 pounds. $7.99

79 N 4660–"D" Battery for Searchlight. Order 2. Wt. 4 oz. Each 16¢; 4 for 60¢



Battery-operated Searchlight, mounted on tripod, swivels 360° . . 106mm recoilless Rifle swings 360° and elevates 45°

All 3 have room for G.I. Joe®

All 3 have "live-action" sound

$4.67

$3.97

$4.99

Friction-powered Armored Car

Authentic styling in every plastic detail, right down to the decals and spare wheel. Twin Tiger Tone, the friction powered engine with a roaring motor sound. Needs no batteries. 20 in. long.

49 N 5961C–Shipping weight 4 lbs. . $4.67

Rotor turns on Jet Helicopter

Has the exciting look and sound of a real H-32 Hover Hornet. When rotor is turned, you hear a powerful response. Decals, swivel rudder, free rolling wheels, windshield. Plastic, 28 in. long.

79 N 5964L – Shipping weight 3 lbs. $3.97

Friction-powered Jet Fighter Plane

Styled after F-9F Panther jet carrier based fighter. Push it, friction motor propels it with a jet roar. Removable bubble canopy, decals. Plastic, 30 inches long.

79 N 5963C– Shipping weight 5 lbs. $4.99

NOTE: G.I. JOE not included with any item on this page

HORSMAN DOLLS

LULLABYE BABY

Vinyl plastic, fully jointed rooted hair-Dressed in printed flannel sleeping outfit. Music box inside her body-

Stock No.	Mfg.No.	Size	Each
473-066	129	12 in-	$ 6.00

One ina a carton, 8 lbs-

FLOPSIE

A soft and cuddly doll - Hair is rooted in wispy baby hair do, printed flannel pajama outfit-

Stock No.	Mfg.No.	Size	Each
473-108	190	16 in-	$ 5.00

Six in a carton, 9 lbs-

MARY POPPINS

12-inches tall. Fully jointed. All vinyl, rooted hair. Cotton dress/ coat and bonnet with purse.

Stock No.	Mfg.No.	Wt.ctn.	Each
474-007	928	4 lbs.	$ 6.00

Six in a carton

MARY POPPINS SET

12-inches tall, fully jointed, all vinyl plastic, accessories include, dress & apron, party dress, bonner, stockings, shoes and gloves.

Stock No.	Mfg.No.	Wt.ctn.	Each
480-772	92801	14 lbs.	$ 10.00

Six in a carton

BABY BUTTERCUP

Sculptured head and body, fully jointed also drinks - wets, turning head. Coo voice, dressed in bed jacket/blanket, nursing bottle included.

Stock No.	Mfg.No.	Size	Each
480-657	2401	17 in.	$ 4.00

Six in a carton, 13 lbs.

BABY BUTTERCUP

12-inches tall - Vinyl plastic

Stock No.	Mfg.No.	Wt.ctn.	Each
480-525	3202	15 lbs.	$ 3.00

Twelve in a carton

TEENSIE TOTS

All vinyl, fully jointed, hair rooted in curley hair do, assorted attractive dresses-

Stock No.	Mfg.No.	Size	Each
473-173	5100	10½ in-	$ 4.00

Twelve in carton, 10 lbs-

RUTHIE

Fully jointed - Made entirely of vinyl plastic, hair is roted in a curly hair-do, glassine eyes with lashes, dressed in printed cotton dress-

Stock No.	Mfg.No.	Size	Each
473-192	5200	13 in-	$ 3.00

Twelve in carton, 14 lbs-

RUTHIE

Fully jointed, made entirely of vinyl-plastic, sleeping glassine eyes, turning head. Assorted styles.

Stock No.	Mfg.No.	Size	Each
480-582	5300	16 in.	$ 5.00

Six in a carton

HORSMAN DOLLS

RUTHIE

Fully jointed, vinyl plastic, hair rooted in pigtail style, sleeping glassine eyes with lashes, dressed in jumper-style embossed cotton dress-

Stock No.	Mfg.No.	Size	Each
473-215	5411	17 in.	$ 5.00

Six in a carton, 12 lbs.

RUTHIE

Fully jointed, vinyl plastic, hair rooted in Toe-back style, sleeping glassine eyes with lashes, dressed in a cotton dress with nylon pinafore-

Stock No.	Mfg.No.	Size	Each
473-231	5451	17 in.	$ 5.00

Six in a carton, 12 lbs.

RUTHIE

Fully jointed, vinyl plastic. Hair rooted in side-part-style. Suedella blouse and pleated skirt.

Stock No.	Mfg.No.	Size	Each
474-080	5571	20 in.	$ 6.00

One in a box, Six in a carton

RUTHIE

Made of vinyl plastic and fully jointed has Pony-tail style rooted hair. Sleeping flassine eyes. Complete layette of dress, coat, hat, shoes, comb/brush/mirror and hangers.

Stock No.	Mfg.No.	Size	Each
474-213	52301	13 in.	$ 5.00

Six in a carton- 13 lb-

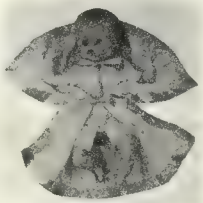
MISS TOP KNOT

Fully jointed, sleeping eyes, with long lashes. Flip-coiffure(knot) encased in acetate hat box attached to wrist -Velvet dress/Peter Pan collar and simulated patent shoes.

Stock No.	Mfg.No.	Size	Each
474-098	6308	15 in.	$ 6.00

Six in a carton, 10 lbs.

SNUGGLE SOFTEE



Real life like baby - Rooted hair, Pixie-style, sleeping glassine eyes. Voice, dressed in bed jacket and diaper also satin trimmed blanket-

Stock No.	Mfg.No.	Size	Each
473-389	6438	17 in.	$ 5.00

Six in a carton, 12 lbs.

HORSMAN DOLLS

SNUGGLE SOFTEE

Rooted hair in a wispy style hair-do. Soft life-like chubby arms and legs & glassine eyes. Foam filled, has MaMa voice. Dressed in 2-piece pajama outfit.

Stock No.	Mfg. No.	Size	Each
481-715	6491	17 in.	$ 6.00

Six in carton, 14 lbs.

SNUGGLE SOFTEE

Dressed in checked taffeta dress with nylon pinafore, diaper and booties.

Stock No.	Mfg. No.	Size	Each
480-715	6494	17 in.	$ 5.00

Six in a carton, 12 lbs.

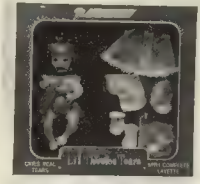
TYNIE BABY

Rooted hair, all vinyl, drinks, wets & has Coo-voice, sleeping glassine eyes. Fully jointed, complete with nursing bottle. Assorted dress styles.

Stock No.	Mfg. No.	Size	Each
480-681	2300	14 in.	$ 4.00

Twelve in a carton, 18 lbs.

LIL THIRSTEE TEARS



Made entirely of vinyl plastic, rooted hair, drinks, wets, cries real tears & fully jointed - complete layette.

Stock No.	Mfg. No.	Size	Each
480-707	21901	10 in.	$ 4.00

Twelve in a carton, 18 lbs.

PATTY DUKE

12-inches tall. Fully jointed, vinyl plastic, rooted hair. 2-piece flannel slack outfit - Complete with plastic telephone.

Stock No.	Mfg. No.	Wt. ctn.	Each
480-780	9201	12 lbs.	$ 4.00

Six in a carton

CINDERELLA SET

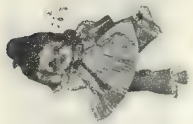
Fully jointed, made entirely of vinyl plastic. Bendable arms, rooted hair & with complete Cinderella outfit and accessories.

Stock No.	Mfg. No.	Size	Each
480-921	92501	12 in.	$ 10.00

Six in a carton, 14 lbs.

HORSMAN DOLLS

LULLABYE BABY

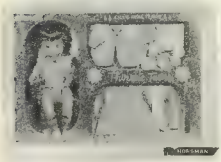


Drinks, cries real tears, made entirely of vinyl plastic. Fully jointed, rooted hair. Imported music box inside body. Dressed in 2–piece pajama outfit.

Stock No.	Mfg. No.	Size	Each
481–721	2399	14 in.	$ 6.00

Six in a carton, 14 lbs.

THIRSTY TEARS



Drinks, wets, cries real tears - Vinyl plastic with rooted hair, fully jointed, Complete with layette.

Stock No.	Mfg. No.	Size	Each
481–754	24302	17 in.	$ 6.00

Six in a carton, 16 lbs.

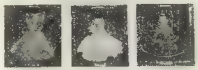
MISS PEGGY ANN

Fully jointed, sleeping eyes with long lashes, smart new modern flip coiffure and accessories include, wiglet/bows, curlers, comb, brush and mirror.

Stock No.	Mfg. No.	Size	Each
482–372	63601	16 in.	$ 6.00

Six in a carton, 16 lbs.

CELESTE



Vinyl plastic. Fully jointed. Bendable-arms, rooted hair, painted eyes also assorted dress styles.

Stock No.	Mfg. No.	Size	Each
482–539	900	12 in.	$ 6.00

Six in a carton, 8 lbs.

when she asks for a doll, she means a special doll.
Choose a special doll
for your special girl.

CUDDLE SOFT "MY BABY." An adorable baby doll [illegible] long, with [illegible] body, soft vinyl plastic arms, legs and head [illegible] open/close eyes, [illegible] hair. Real [illegible] eyes when baby is [illegible] soft body. [illegible] arms if placed over [illegible] baby dress with [illegible] and [illegible] sleeves. X 921-3554 A [illegible] lbs. 7.88

[1] **"MISS PEEP" NEWBORN BABE.** Look what the stork brought! Miss Peep is bundled up in her fine double napped cotton flannel kimono set. Her outfit is trimmed in ribbon and rickrack braid—receiving blanket is tied with a wide satin ribbon. She wears tiny knitted booties tied in satin. Washable all-soft vinyl body with floppy jointing. Plastic foam and-cotton filled. Size, about 20 in. tall

X 921-3687 A—Shpg. wt. 3 lbs. 6 oz. 5.99

[2] **"BABY KEWPIE."** An adorable little baby in her cotton flannel pajamas. She's sure to be cherished by a loving "mommy." Made of soft-to-the touch vinyl—washable and lightweight. Her winsome baby face has painted eyes. Exclusive floppy jointing allows a variety of postures—she can sit, stand over, and lie down. Plastic foam-and cotton filled body is cuddly soft. Measures about 18½ in. tall

X 921-3695 A—Shpg. wt. 3 lbs. 5 oz. 4.99

[3] **"BUNDLE OF JOY" BABY DOLL.** Cuddly-soft baby is dressed in a white cotton shortie dress trimmed with a flowered bond. Underneath her dress this baby doll wears blue cotton pants. Her soft cloth body is stuffed with acetate. Head, legs, and curved arms are made of washable vinyl. She has rooted pixie hair and moving eyes that shut tight when it's time for her to sleep. Measures about 20 in. tall

X 921 7894 A—Shpg. wt. 3 lbs. 4.88

[4] **CHRISTENING BABY DOLL.** All dressed and ready for the big occasion in a full length white nylon dress, bonnet, and knit [illegible] She also has a long cotton slip and flannel panties. Her huggable cotton body is stuffed with cotton. Head, legs, and arms are made of easy-to-wash vinyl. Life-like eyes move, and hair is rooted so that it can be combed again and again. Size, about 20 in. tall

X 921-7910 A—Shpg. wt. 2 lbs. 4.99

[2] 4.99

[3] 4.88 [4] 4.99

[1] 5.99

meet

Little Honey Moon Tracy

Daughter of Junior and Moon Maid

6.88

LITTLE "HONEY MOON" DOLL. She's all set to take off in her green and gold striped 2-pc. cotton playsuit trimmed with silver-colored vinyl and braid. Her space boots are made of a matching stripe. Cotton cloth body is plastic foam-filled, squeeze it and she coos. Arms, legs are made of washable vinyl. Head is also vinyl and painted with iridescent features. Orlon® acrylic hair is in an unusual style—luxurious white washable yarn features moon antennae. Size, about 14 in. tall.

X 921-7902 A—1 lb. 4 oz., 6.88

7.99

Baby Pattaburp

BURP THE BABY DOLL. Feed her, put her on your shoulder, pat her on the back—and she burps! You never know how many pats before she burps, and she can burp again and again! Put her down for her nap, and she'll close her eyes and "sleep." 16 in. tall. She's got a cuddly-soft cotton body. Vinyl head, arms, legs. Beautiful rooted hair. Dressed in a lace-trimmed jacket, pink panties, and booties. Has her own baby bottle—make-believe milk "disappears" when you feed her. It "refills" itself, too.

X 921 3547 A—Shpg. wt. 1 lb. 15 oz. 7.99

Not even tomboys could resist these pretty dolls

1 **PRECIOUS BABY DOLL IN COAT** Cuddle-some baby dressed in velveteen coat with ruffle trim yoke. Pearly tones, buttons, embroidered collared trim. Woven lawn dress with ruffled lace front panel and matching bloomers. Velveteen bonnet goes with coat. Satin capes and rayon socks. Kapok filled body has soft cuddle way, arms, legs, head. Platinum hair is finely rooted in pert page style. Go-to-sleep eyes, cry voice. Dolly is 24-in. tall. Ship wt. 3 lbs. 8 oz.
X 921-7043 A 12.95

2 **PRECIOUS BABY DOLL** Smartly dressed in velveteen skirt with rosette trim. White lawn eyelet embroidered yoke with rosette trim velveteen cuffs. Matching velveteen bloomers in each garment set to save. White satin shoes and rayon socks. Kapok filled body with arms, legs and head of washable vinyl plastic. Blonde Imported rooted hair in page style with bow trimmed cotton top. Eyes open and close. Has cry voice. 24-in. tall. Ship wt. 1 lb. 4 oz.
X 921-7050 A 9.95

3 **PRECIOUS BABY DOLL IN POLKA DOTS** The baby shoes were knitted for baby dolls. Dainty feminine dressed in sheer nylon. Lined organdy with red dotted dots and velveteen overdress with bow and teddy bear embroidered applique. Lace trimmed tie down cap and apron. White satin shoes and socks. Kapok filled body with all vinyl legs and arms. Auburn hair is expertly rooted to vinyl head. Go-to-sleep eyes open and close. Cry voice. Dolly is 21-in. tall. Ship wt. 2 lbs. 2 oz.
X 921-5104 A 7.88

4 **TODDLER DOLL** Dressiest beam coat fun dress with plaid contrast trim, matching bonnet. She-cap-ers in red and black cotton socks. Plastic shoes. Adjustable head. Fully swivel. Hair is rooted for very real. Wide painted eyes. Doll is 15-in. tall. Ship wt. 1 lb. 7 oz.
X 921-5146 A 5.99

5 **SUZIE SUNSHINE** Oh oh what a do! A pinafore cutie dressed in velvet vest, shirt and collar. White jumper dress trimmed with yoke and braid trim. White panties with lace trim. Plastic body and limbs with vinyl plastic arms. Auburn hair is rooted for very real. Go-to-sleep eyes open and close. Doll is [illegible]
X 921-5138 A 5.99

6 **BETTINA DOLL** There's more fun in the face of everything than in this little lady. All is sugar and spice. Bettina wears velveteen dress with velveteen. Bonnet trimmed with eyelet. Ruffled panties. Lace trimmed panties and ruffles. White shoes and socks. Molded plastic body and legs, soft vinyl arms, head. Hair set beautifully in long wavy pageboy. Eyelet trimmed with red velveteen bow. Open and close eyes. Doll is 18-in. tall.
X 921-5120 A—Shpg. wt. 2 lbs. 6.99

7 **PATSY** is the name one Mademoiselle what she's after, always looking for fun. Dress-up in red velveteen. A fun dress trimmed with lace, contrast and embroidery, ruffles. Lace trimmed pantalettes. White shoes and socks. Rooted very wavy. Auburn hair in page style is rooted to vinyl head. Open and close eyes. Doll is 18-in. tall.
X 921-5153 A—Shpg. wt. 1 lbs. 3.49

Buy any item in this catalog with NO DOWN PAYMENT—see page 227.

dolls so flexible

They pose in almost any position!

. . . They're so soft, little girls will love to hug them.

Dolls on this page are all made of polyurethane foam around a wire frame—they'll bend to assume many life-like positions

1 BABY DOLL. Tell me, pretty baby, are there anymore at home like you? Not a one! At least not with so beautiful a red velveteen coat, leggings and bonnet trimmed with silky white lace. 23 inches tall, she has moving sleepy-time eyes and rooted hair. Vinyl head and hands. And like all the dolls on this page, she is soft and flexible.
X 921-8116 A—Shpg. wt. 2 lbs. 8 oz. **10.88**

2 19 IN. BABY DOLL is ready for play in her pert cotton, one-piece coverall with crisp, white cotton sleeves and yoke, trimmed with fancy embroidery lace and ribbon bows. The allin face on her soft vinyl head makes her the most lovable playmate this side of Fairyland. She has rooted hair in a pixie cut, and moving side-glance eyes. Vinyl hands.
X 921-8157 A—Shpg. wt. 1 lb. 12 oz. **4.98**

3 23-IN. BABY DOLL. Here's a healthy baby—a full 23 inches tall and growing strong. She is wearing a rayon satin-like striped playsuit with mock velvet dress trimmed with lace and ribbon bows. There's a ribbon bow in her rooted hair. She has soft vinyl head and hands. Her eyes close for sleep.
X 921 8124 A—Shpg. wt. 2 lbs. 8 oz. **7.98**

4 BUTTERBALL. This pouting little darling is 18 in. tall from her white shoes to the tip of her yellow hair bow. She's dressed in a Buster Brown style smock in brown with yellow and blue tulip print with Pilgrim collar, her pants are in butter-up yellow. Rooted hair, vinyl arms and head. Painted eyes.
X 921 8132 A—Shpg. wt. 1 lb. 12 oz. **6.98**

5 TWISTEE-SOFTEE is getting to be such a big girl. 20 inches tall! She's wearing pink leotards with contrasting cordona top with trim and lace. Her whole outfit is embellished with fancy appliques. A matching cap complements her bob hairdo. Vinyl head and hands. Her sparkling, roving eyes go to sleep.
X 921-8140 A—Shpg. wt. 1 lb. 8 oz. **5.98**

6 18-IN. BABY DOLL just wants to be loved all the time! She's dressed for bed in her red-and white dot cotton flannel sleeper and matching cap. So kiss her goodnight, her head and hands are of loving-soft vinyl. She has silky smooth rooted hair, and moving eyes that close to go to sleep.
X 921-8165 A—Shpg. wt. 14 oz. **3.98**

7 BABY TRIX is up to her old play-time tricks in her one-piece cotton flannel pajama and cap with pompon. Would she like to go to bed? Of course she would! Just watch her close her moving side-glance eyes. Baby Trix has rooted hair, vinyl head and hands.
X 921 8173 A—Shpg. wt. 1 lb. **3.49**

SAVE THIS CATALOG—order dolls and accessories till Sept. 20, 1966.

THE HUBLEY MANUFACTURING CO.

NAVY FIGHTER BOMBER

Length overall, 10-inches - Wingspread, 11¼-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
478-321	1495	18 lbs.	$ 1.98

One in a box, Twelve in a carton

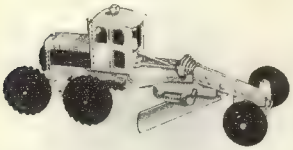
TRACTOR LOADER

Scoop loads, lifts & dumps. Length, 12¼-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
489-583	1502	19 lbs	$ 2.98

Six in a carton

ROAD SCRAPER

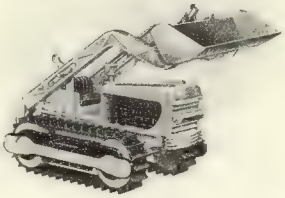


Road scraper, Orange/Nickel trim. Length, 12¾-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
473-181	1503	15 lbs.	$ 2.98

One in a box, Six in a carton

FRONT END LOADER



Loader 7¾-inches long. Operated by lever near driver seat.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-404	1505	15 lbs.	$2.98

One in a box, Six in a carton

TRACTOR

Front wheels steer, super detailed engine. Rubber tires. Length- 11-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-674	1506	21 lbs	$ 3.98

Six in a carton

THE HUBLEY MANUFACTURING CO. DEPT. T

CLUSTER CARTRIDGE CLIP

Plastic belt clip. Magnetic compass. Six cartridges

Stock No.	Mfg. No.	Wt. per ctn.	Per Clip
477–992	178	12 lbs.	$ 0.79

Six Clips in box – Thirty-six boxes in carton

NAVY FIGHTER

Wing span 8¼-inches - 6½-inches long - Black wheels & has folding wings.

Stock No.	Mfg. No.	Wt. ctn.	Each
473-157	1467	8 lbs.	$ 0.98

One in a box- Twelve in a carton

TRACTOR

Tractor, 7¼–inches long, treaded rubber tires

Stock No.	Mfg. No.	Wt. per ctn.	Each
478–255	1472	16 lbs.	$ 0.98

One in a box– Twelve in a carton

HELICOPTER

Helicopter, 9¼–inches long. Black rubber wheels

Stock No.	Mfg. No.	Wt. per ctn.	Each
478–297	1483	13 lbs.	$ 1.49

One in a box– Twelve in a carton

DUMP TRUCK

Chassis & cab are die-cast, backs are sturdy polyethylene, rubber tires. Length, 7½–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
489–526	1490	10 lbs.	$ 1.00

Twelve in a carton

LOG TRUCK

Complete with wood logs. Length 8–inch

Stock No.	Mfg. No.	Wt. ctn.	Each
489–559	1491	16 lbs.	$ 1.00

Twelve in a carton

RESCUE TRUCK

Length– 8¼–inches. Black rubber tires

Stock No.	Mfg. No.	Wt. ctn.	Each
489–567	1493	12 lbs.	$ 1.00

Twelve in a carton

THE HUBLEY MANUFACTURING CO.

DUMP TRUCK

Dump body raises and lowers with lever.

Stock No.	Mfg.No.	Wt.ctn.	Each
489-922	1801	17 lbs.	$ 1.49

Twelve in carton

POWER SHOVEL

Metal cab and working boom, painted bright Orange and black rubber treads. Side lever operates crane and scoop. 15 inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
480-699	1901	18 lbs.	$ 2.98

One in a box, Six in a carton

SCHOOL BUS

Heavy duty die-cast metal. Painted yellow. Length, 9½ inch. Rubber tires.

Stock No.	Mfg.No.	Wt.ctn.	Each
498-279	1820	14 lbs.	$ 1.69

Twelve in a carton

PILE DRIVER

Heavy duty die cast metal with white sidewall tires. Pile driver boom lowers over cab. Six wooden stakes furnished. Length, 13 inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
498-295	1928	42 lbs.	$ 3.98

Twelve in a carton

P-38 FIGHTER PLANE

Accurate die cast model of World-war-11 fighter, red with authentic decal markings - 9-inch long & 13 inches wing spread.

Stock No.	Mfg.no.	Wt.ctn.	Each
480-608	1881	20 lbs.	$ 1.98

One in a box, Twelve in carton

CARPENTERS TRUCK

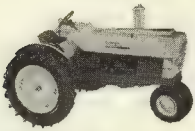
Heavy die cast metal with clear plastic tool box with five carpenters tools. Rubber tires. Length, 12 inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
498-303	1929	41 lbs.	$ 3.98

Twelve in a carton

THE HUBLEY MANUFACTURING CO.

FORD-6000



Scale model of Ford-6000 Tractor made of sturdy die-cast metal. Grey & Red enamel - Length, 12-inches.

Stock No.	Mfg. No.	Wt.-ctn-	Each
480-541	1509	30lb-	$ 5.98

One in a box, Six in a carton

AUTO TRANSPORT

Metal car carrier and two plastic cars. Length, 13-inches.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-724	1511	10 lbs.	$ 2.00

Twelve in a carton

CATTLE TRUCK

Metal cab & chassis. Plastic trailer. 11½-inches long.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-765	1513	10 lbs.	$ 2.00

Twelve in a carton

TANKER TRUCK

Die-cast metal with plastic trailer-12-inches long.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-807	1514	9 lbs.	$ 2.00

Twelve in a carton

LUMBER TRUCK

Complete with lumber. 12-inch long.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-823	1515	11 lbs.	$ 2.00

Twelve in a carton

TRACTOR

Die-cast metal and unbreakable. 9¼ inches long. Plastic.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-880	1520	10 lbs.	$ 1.98

Twelve in a carton

CIVILIAN JEEP

Die-cast metal body. Plastic accessories. Removable top, folding windshield.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-898	1710	7 lbs.	$ 1.00

Twelve in carton

JEEP WRECKER

Folding windshield. Wrecker crane.

Stock No.	Mfg. No.	Wt.ctn.	Each
489-906	1711	7 lbs.	$ 1.00

Twelve in carton

JEEP SURFER

Surf-board, Fishing rod accessories

Stock No.	Mfg. No.	Wt.ctn.	Each
489-914	1712	7 lbs.	$ 1.00

Twelve in carton

JOHNNY SEVEN MICRO-HELMET

Newest Design in Space-Age Helmets

$4.99

With a Working Walkie-Talkie Set

ACTUAL WORKING COMMUNICATIONS SET WITH HELMET AND WALKIE-TALKIE. Microphone in yoke transmits voice to walkie-talkie through 30 feet of wire (included). *Needs no batteries.* Tinted goggles raise and lower on helmet, protect eyes against glare. Micro helmet has chin strap and adjustable head-band to fit all sizes.

48 T 3341 MO—JOHNNY SEVEN MICRO-HELMET. Ship. wt. 2 lbs. 7 oz. **$4.99**

THE GUN THAT SHOOTS AROUND THE CORNER

$2.99

AIM AND SHOOT WITHOUT BEING SEEN! Shoots at right angle in either direction or any angle in between. Bolt-action moves next shot to firing position. 10 Sponge rubber balls; mirror sight.

48 T 3376 M—About 24 in. long. Ship. wt. 1 lb. 9 oz. . **$2.99**

$2.99

Commando Combat Set

BULLET-EJECTING RIFLE of high-impact plastic with die-cast parts also shoots caps.* Plastic helmet with netting; web belt with army-type buckle. 2-cap-firing* plastic hand grenades; .45 automatic clicker pistol. Two dog tags with place to print your name, plus 4 military insignia.

48 T 3335 M—Shipping weight 2 lbs. **$2.99**

Exciting Action Playtime Sets

Authentic Reproductions with loads of fun power

Tommy Gun

[1] TOMMY GUN WITH SHOULDER SLING. Pull-back bolt-lever sets gun at ready-to-fire. Trigger activates rate of fire. Ejects shells—barrel recoils. Sturdy plastic. About 18 in. long.

48 T 3385 M—Ship. wt. 1 lb. 8 oz. **$1.84**

Double Holster and Rifle

[2] CAP*-FIRING DOUBLE HOLSTER AND RIFLE SET. Combination of two fast shootin' metal pistols plus a plastic saddle rifle with metal cap*-firing mechanism will delight the young Westerner. White and Black genuine leather holster with Red and Black trim is decorated with Western style conchos and "jewels." Wide, adjustable belt with 12 plastic bullets in clip is completely detachable for extra play value. Rifle has pump lever-action that ejects plastic bullets. Rifle about 25 in. long. Harmless plastic bullets included.

48 T 3327 M—Ship. wt. 3 lbs. . **$4.99**

Gunfighter Set

[3] MATTEL SHOOTIN' SHELL FANNER GUN-FIGHTER DOUBLE HOLSTER SET. Metal pistols are modeled after authentic Old West hand guns. Fire Shootin' Shells and Caps.* Brown Dura-Hyde holster is embossed with Western style design. Tongue buckle on belt for easy adjustment. Play bullets in clips on belt plus Shootin' Shells and harmless plastic bullet noses.

48 T 3460—Ship. wt. 3 lbs. **$5.88**

[4] MATTEL'S DICK TRACY PATROL SQUAD SET. Two realistic plastic and metal toy guns for the Jr. Detective. Tommy-Burst features slide bolt action . . squeeze trigger for single shot or burst of shots. Has official insignia on stock. Matching Shootin' Shell Snub-nose .38 pistol. Shoots plastic shells and fires caps.* Dura-hyde belt holster, 6 Shootin' Shell cartridges and 12 bullet noses.

48 T 3457 M—Ship. wt. 2 lbs. 6 oz. . . . Set **$3.97**

Frontier Set

[5] MATTEL'S SHOOTIN' SHELL FRONTIER SET. Shootin' Shell plastic Winchester rifle with lever action and shell ejection plus secret trigger. Cap*-firing Fanner 50 metal pistol can be triggered for single shot or fanned. Black Dura-hyde holster with tooling. Includes 2 cartridges, 5 harmless plastic bullet noses.

48 T 3468 M—Ship. wt. 2 lbs. 8 oz. . . . .Set **$3.79**

Buffalo Hunter Set

[6] MATTEL'S CAP*-FIRING BUFFALO HUNTER SET. Has a 26-in. Shootin' Shell plastic Winchester rifle packed with features . . lever action and shell ejection, secret trigger for rapid firing of roll caps,* magazine storage for extra Shootin' Shells and caps, 9-in. Shootin' Shell metal Fanner pistol loads 6 Shootin' Shells for single shots or rapid fanning . . rawhide holster and scabbard . . harmless, flexible 9-in. plastic-blade Buffalo hunting knife . . also includes 3 cartridges, 30 plastic bullet noses.

48 T 3382 M—Ship. wt. 2 lbs. 6 oz. . . . .Set **$4.99**

*In accordance with State Laws, Residents of Massachusetts, New York City and minors under 16 in Ohio may order only guns that do not shoot caps. No caps included.

Shoots a Safe Beam of Light!

$14.99

ZIPPEE'S MAGIC BEAM RIFLE AND TARGET

SHOOTS COMPLETELY SAFE BEAM OF LIGHT! Has the only target that moves in variable directions and speeds to develop marksmanship. Order "D" cell batteries (4 for target, 3 for rifle) on Page 306. Plastic rifle about 30 in. long. Target about 27 in. high.

48 T 3338 M . Wt. 10 lbs. . **$14.99**

SAVE THIS CATALOG!

Toys Available Until Oct. 1, 1965

GUNG HO COMMANDO OUTFIT

Action Packed Replica of .50 Caliber Machine Gun. Revolving barrel, flashing muzzle, gun noise, ammunition belt moves as gun is fired. Sturdy plastic, abt 28 in. long. Over 30 pcs. Knap Sack with canteen, mess kit, utensils, battle map, compass, dog tags, etc. .45 Automatic pistol, grenades.

48 T 3384 M. Order 3 "D" batteries. Pg. 306. Wt. 7 lbs. $8.44

THE JOHNNY SEVEN ONE-MAN ARMY!

Grenade has 3 elevation positions to adjust range. Long range Anti Tank Rocket shell is fired by [illegible] Armor Piercing Shell is fired by button at right front of gun. Anti Bunker Mortar fires from barrel underneath gun. Remove stock to reveal bipod legs and Johnny Seven One Man Army becomes an Automatic Repeating Rifle with 12 shots fired by its own trigger. Use as Tommy Gun makes realistic rat-at-tat sound. Cap firing Automatic Pistol detaches from main body. Sturdy plastic.

48 T 3397 MO. Gun about 36 in. long. No batteries needed. Wt. 4 lbs. 9 oz. Set $5.97

1 Tommy Gun $1.84

2 Double Holster and Rifle Set $4.99

Double Holster $5.88

3

4 Dick Tracy Patrol Squad Set $3.97

5 Frontier Set $3.79

6 Buffalo Hunter Set $4.99

A
Like Town
VALUE
Tank
Destroyer
$3.84 [1]

$1.87 [5]
Monkey
Helmet

[6]

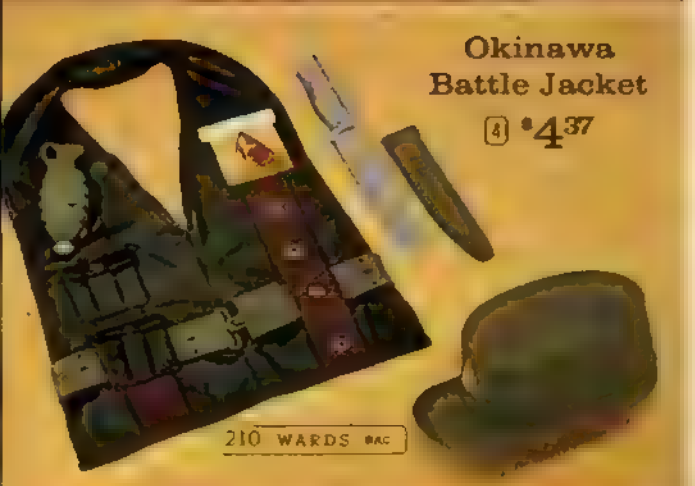
3 Guns In One
$2.99

Snap-on Barrel

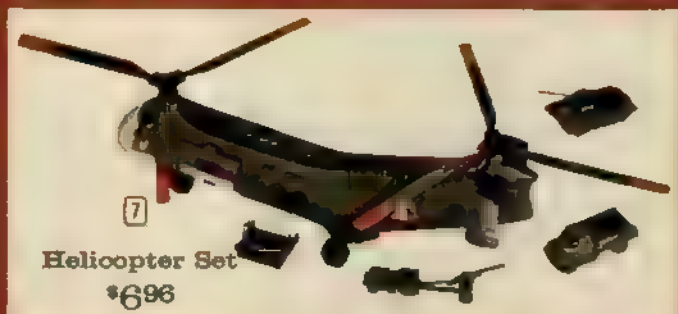
[2]
Okinawa Gun Set
$5.99

Okinawa
Pistol and
Holster
[3] $1.87

Okinawa
Battle Jacket
[4] $4.37



210 WARDS



[7]
Helicopter Set
$6.96

[8]
Large Tank
$9.66

Two-way
Wrist
Radios
[9]
$2.87

Mortar Set $5.99
[10]

MIGHTY MO

Fires by Remote Control

EXCITING AND DRAMATIC ACTION. "Mighty Mo" booms forth cannonballs by remote control . . needs no batteries. Easy to operate, too. Breech loading . . just open breech door, remove cartridge, push cannonball down into cartridge with ramrod until firing-spring locks, then load cartridge into breechlock door. To fire—simply press remote control firing switch. Cannon can also be fired manually.

"Mighty Mo" fires harmless, lightweight plastic cannonballs—3 included. Gun has telescopic sight. Can be elevated or lowered. Durable plastic and metal. 9¼-in. diameter wheels.

48W3302M- Abt. 27 in. long. Wt. 7 lbs. 6 oz. 99.49

Realistic Fighting Gear for Indoor-Outdoor Play

Tank Destroyer Set

[1] YOU'LL BE THE BEST of the "good guys" with this 36 in. long plastic bazooka which shoots 2 plastic rockets. Includes: plastic helmet with net, knife and sheath, pineapple grenade, aiming pistol, "booby trap" and whistle.

48 T 3329 M—Ship. wt. 2 lbs. 8 oz. $3.84

Okinawa Gun Set

[2] BIG, MAN-SIZED AUTOMATIC RIFLE with tripod. Sturdy plastic . . it's about 39 in. long and ready for action. Fill the magazine with 5 plastic shells, and you have all the thrills of a real, automatic rifle. Bandolier holds "ammunition." Set also includes plastic squad cap—fits all sizes, mess kit, canteen, walkie talkie with 15 feet tubing, and whistle.

48 T 3406 M—Ship. wt. 4 lbs. 8 oz. $5.99

Pistol and Holster

[3] OKINAWA PISTOL AND HOLSTER. Pistol explodes a cap*, and rockets a grenade a spectacular 20 feet at the same time. Swing-away grip allows easy loading. Two, soft plastic grenades. Holster has army belt. Pistol about 9 in. long.

48 T 3407—Ship. wt. 1 lb. 4 oz. $1.87

Battle Jacket

[4] ALL THE GLORY OF AN ARMY UNIFORM for the young commando. Knife and sheath fit on belt. Grenade has its own hook, is cap-firing*. Realistic plastic squad cap. Jacket of Sanforized® twill has 2 pockets for emergency rations, adjusts to fit all sizes. Plastic weapons.

48 T 1705—Ship. wt. 1 lb. 12 oz. . . $4.37

Monkey Helmet

[5] MONKEY HELMET. A replica of the helmet that protects U.S. guerrilla fighters in the mountains and jungles of far off lands. Movable visor tinted to shield the eyes. Adjustable chin strap holds helmet securely in place. Extension radio antenna for make-believe reception. Plastic.

48 T 1731—Ship. wt. 1 lb. 4 oz. $1.87

Monkey Gun

[6] MONKEY GUN IS THREE GUNS IN ONE pistol, tommy gun or rifle. Use as automatic pistol or add the barrel-extension to convert pistol into tommy gun. Insert grenade and have the added weapon power of a long range rifle grenade. Automatic pistol has realistic motorized sound effects. Set made of sturdy plastic. Includes 2 "grenades." Needs 2 "D" batteries, not included. Order on Pg. 306.

48 T 3348- Abt. 24 in. long. Wt. 3 lbs. $2.99

Motorized 'Copter

[7] WHIRLYBIRD HELICOPTER. Comes complete with truck, jeep, artillery piece and tank. Has motor driven hoist chain with hook for rescue operations. Propeller blades spiral realistically. Includes 25 soldiers. Operates on 2 "D" cell batteries, not included, order Page 306. Plastic.

48 T 2982 M—Ship. wt. 4 lbs. 8 oz. $6.96

Firing Tank

[8] U.S. ARMY BULLDOG TANK advances, retreats, climbs obstacles, destroys "barricades" as it rolls on its caterpillar treads. Fires 4 harmless shells and ejects empty casings. Includes plastic soldiers in action poses. Plastic body with aluminum gun. About 20 in. long. Operates on 4 "D" batteries, not included—order on Page 306.

48 T 2941 M—Ship. wt. 6 lbs. .$9.66

2-Way Wrist Radios

[9] ELECTRONIC WRIST RADIO SET. 2-way voice transmission. Operates room to room, house to house 25 ft. of wire; buzzer for sending Morse Code. Uses 1 "C" battery, not included, order on Page 306.

48 T 2205—Plastic. Ship. wt. 1 lb. $2.87

Mortar Set

[10] STURDY, AUTHENTIC-LOOKING LONG-RANGE MORTAR with 2 harmless plastic rockets. Helmet with leaves, 2 pineapple grenades, spotter scope, machete and scabbard. Plastic.

48 T 3330M—Ship. wt. 4 lbs. 14 oz.. $5.99

Company Commander Set

EXCITING REPLICA OF .30 CALIBER, BOLT-ACTION MACHINE GUN with camouflage design. Shell-shooting, cap-firing* .45 automatic pistol included. Both of durable plastic. Belt and holster plus cap-firing*, exploding grenade. 24-in. Machine Gun with detachable tripod.

48 T 3336 M—Shipping weight 3 lbs.. . . . . $2.99

Fort Apache Cavalry Set

10-PIECE CAVALRY SET includes Sharps rifle, Cavalry Pistol with holster (both guns shoot caps* and plastic bullets), flexible plastic sword with scabbard, Cavalry hat, belt with ammunition box, kerchief, plastic bullets, metal cap adapters, canteen. Sturdy plastic.

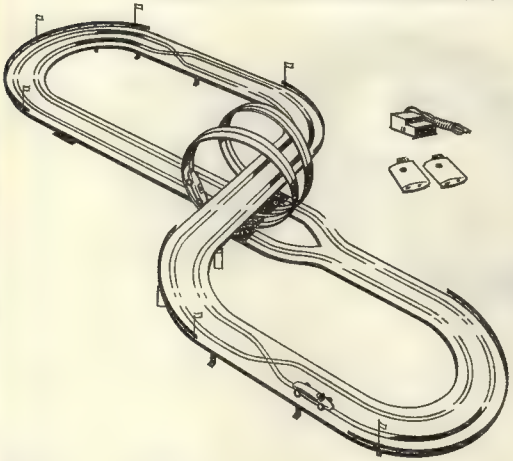
48 T 3389 M—Ship. wt. 3 lbs. . . . Set $4.99

*See Notice on Page 208.

Lionel Standard Racing Sets—1/32" Scale

LIONEL'S DAREDEVIL "SKILL-TILT—SKYWAY LEAP" STANDARD SPEEDWAY

No. 16110—"Skill-Tilt—Skyway Leap" Speedway.



—Standard "Skill-Tilt — Skyway Leap" Outfit includes: 12 curved roadway, 7 straight roadway, 2 lane-change chicanes, Le Mans Start, lap counter, 2 straight terminal roadway, skill-tilt roadway, leap roadway, trestles, 2 Touch-A-Matic speed controllers, road clips, rail clips, guard rails, flag set, "Racemaster" power pack and instructions. Layout size 77" X 42".

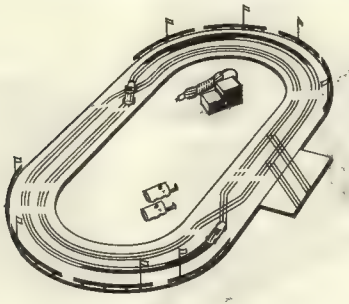
Cars included in set: Two Standard Racing Cars with chrome.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-687	16110	3	35 lbs.	$ 30.00

Lionel Standard Racing Sets—Ho Scale

LIONEL'S BIG OVAL "TWIN CHICANE" STANDARD SPEEDWAY

No. 16090—Big Oval "Twin Chicane" Speedway.



16090

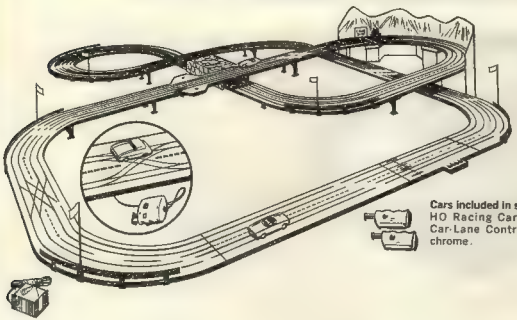
—Standard Big Oval "Twin Chicane" Outfit includes: 7 curved roadway, 1 curved terminal roadway, 2 lane-change chicanes, lap counter, Le Mans Start, 2 Touch-A-Matic speed controllers, rail clips, road clips, guard rails, flag set, "Racemaster" power pack and instructions. Layout size 52" X 34".

Cars included in set: Two Standard Racing Cars with chrome.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477–562	16090	6	50 lbs.	$ 20.00

Lionel HO Racing Sets—1/87" Scale

LIONEL'S HO "PRETZEL BENDER" RACEWAY
No. 17160—"Pretzel-Bender" with Car-Lane Control Raceway

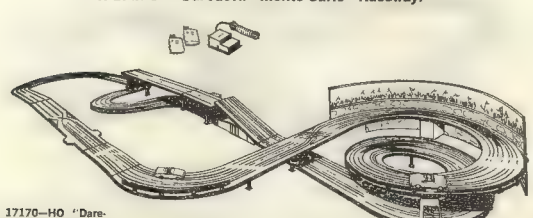


Cars included in set: Two HO Racing Cars with Car-Lane Control and chrome.

No. 17160—HO "Pretzel-Bender" with Car-Lane Control includes: 10 curved roadway (9" radius 90°), straight terminal roadway lap counter, 4 straight roadway (6"), universal roadway, 7 straight roadway (9"), 2 "switch" roadways, 2 Touch-A-Matic Car-Lane controllers, background and tunnel bridge, 2 trestle sets, road clips, rail clips, guard rails, flag set, Car-Lane control transformer and instructions. Layout size 52" X 52".

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477–752	17160	6	50 lbs.	$ 30.00

LIONEL'S "DAREDEVIL—MONTE-CARLO" HO RACEWAY
No. 17170—"Daredevil—Monte-Carlo" Raceway.



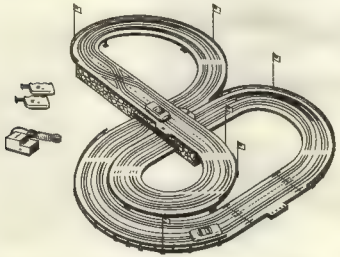
No. 17170—HO "Daredevil-Monte-Carlo" Outfit includes: 1 straight roadway (6"), 2 straight roadway (5"), 1 straight roadway (7"), 6 straight roadway (9"), 2 straight roadway w/power, 2 lane-change chicanes, lap counter, straight terminal roadway, 5 curved roadway (9" radius 90°), 1 curved roadway (9" radius 45°), 8 curved roadway (6" radius 90°), 1 curved roadway (6" radius 45°), skill-tilt track and skyway leap, universal roadway, trestles, scenic background, 2 Touch-A-Matic speed controllers, road clips, rail clips, guard rails, flag set "Racemaster" power pack and instructions. Layout size 88" X 35".

Cars included in set: Two HO Racing Cars with chrome.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477–778	17170	6	55 lbs.	$ 35.00

Lionel HO Racing Sets—1/87" Scale

LIONEL'S EXCITING "MALIBU TWISTER" HO RACEWAY
No. 17130—"Malibu Twister" Raceway.

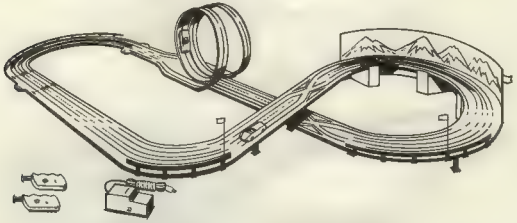


-HO "Malibu Twister" Outfit includes: 5 curved roadway (9" radius 90°), 5 curved roadway (6" radius 90°), 2 lane-change chicanes, straight terminal roadway, lap counter, 2 straight roadway (6"), trestle set, bridge-tunnel, 2 Touch-A-Matic speed controllers, road clips, flag set, guard rails, "Racemaster" power pack and instructions. Layout size 27" X 33".

Cars included in set: Two HO Racing Cars with chrome.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-729	17130	6	38 lbs.	$ 20.00

LIONEL'S STUNT RIDER "LOOP-THE-LOOP" HO RACEWAY
No. 17140—"Loop-The-Loop" Raceway.



No. 17140—HO "Loop-The-Loop" Outfit includes: 6 curved roadway (9" radius 90°), straight terminal roadway, lap counter, 2 lane-change chicanes, Loop Track, universal roadway, 1 straight roadway (9"), 2 straight roadway (5"), 1 straight roadway (6"), scenic background set-up, 2 Touch-A-Matic speed controllers, road clips, rail clips, trestle set, guard rails, flag set, "Racemaster" power pack and instructions. Layout size 30" X 60".

Cars included in set: Two HO Racing Cars with chrome.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-737	17140	6	44 lbs.	$ 25.00

MURRAY BICYCLES

BOYS' SKYBOLT – X-65

Specifications–
Rugged hydrogen brazed frame and fork. Chrome rims, ball-bearing pedals, two tone water-proof vinyl saddle and safe reliable Komet–brake. Finish, flamboyant Red with white trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–002	5-10×65	26 in.	47 lbs.	$ 44.95
495–333	5-12×65	24 in.	44 lbs.	42.95

One in a carton

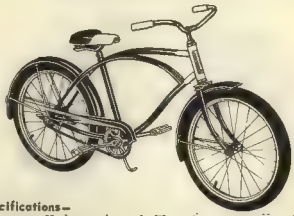
GIRLS' SKYBOLT – X-65

Same specifications as above except– Two–bar cantilever and flamboyant Blue with White trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–028	5-11×65	26 in.	47 lbs.	$ 44.95
495–416	5-13×65	24 in.	44 lbs.	42.95

One in a carton

BOYS' MISSILE – STANDARD



Specifications–
Frame– Hydrogen brazed. Three-bar cantilever. Triple truss-crown - Saddle– Two-tone waterproof top, and Coil springs - Handlebar and Stem– Chrome, adjustable expander-bolt - Fenders– Custom fit Crescent design - Rims, All-steel - hook-type. Tires– Black, 1.75-inch cross section with - inner tube. - Chain guard, new Speedweight design - Ball bearing pedals with black plastic treads and Parking stand, slide kick-up type plated - Coaster brake, chrome - Reflector Stimsonite on rear fender, Scarlet red with white trim baked enamel finish.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–440	5-514	20 in.	36 lbs.	$ 34.95

One in a carton

GIRLS' MISSILE– STANDARD

Same specifications as above except– Two–bar cantilever. Finished in Sapphire–Blue with white trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–473	5-515	20 in.	36 lbs.	$ 34.95

One in a carton.

MURRAY BICYCLES

CADET FLIGHT – CONVERTIBLE

Designed for Boys and Girls and easily converted by reversing the tank. Hydrogen brazed frame - Vinyl saddle &. chrome adjustable handle bars - Custom fit Crescent de–design fenders, chrome rims. Tires, 20 x 1.75-inch. Full pneumatic with inner tube. Coaster brake with trainer. 6-inch disc wheels. Flamboyant red and white trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–689	5-564	20 in.	38 lbs.	$ 39.95

One in a carton

TRAINER – STANDARD

For use on 16 and 20–inch Bicycles. Heavy–gauge bright plated steel, equipped with 6–inch rubber tired wheels and nylon bearings for free–rolling.

Stock No.	Mfg. No.	Wt. per ctn.	Each
495–705 ...	5-200/6	20 lbs.....	$ 2.95

One in a box, Six in carton

TRAINER – DELUXE

For use on Size– 16, 20, 24 and 26-inch bicycles. Heavy channel steel reinforced with 3/8-inch steel rod. Bright zinc plated. Sturdy double disc steel wheels, ball bearings and heavy duty tires– 8-inch O.D. Color white with black trim.

Stock No.	Mfg. No.	Wt. ctn.	Each
495–697	5-202/4	35 lbs.....	$ 5.95

One in a box, Four in carton

BOYS' METEOR–FLITE – EQUIPPED

Specifications–
Frame, Hydrogen brazed–Speedweight–design. **Fork,** triple truss crown. Headlamp, 3–D Custom twin lamps in tank/ (Tank speedweight–design. **Saddle,** two–tone waterproof top. Coil springs. **Front luggage carrier,** spring clip chrome. **Rear luggage carrier** styled, stamped steel, **fenders,** custom–fit crescent design, chrome. **Rims,** chrome, all steel hook–type. **Tires,** white sidewall, 1.75–inch cross–section with inner tube. **Chain guard,** speedweight design. **Pedals,** bow–form ball bearing. **Parking stand** plated, side kick up **Coaster brake,** chrome, Stimsonite reflector on rear fender– Finish, flamboyant Black–cherry with white and gold trim.

Stock No.	Mfg. No.	Size wheel	Wt. Ctn.	Each
495–267	5-40	26 in.	54 lbs.	$ 59.95
495–325	5-42	24 in.	50 lbs.	59.95

One in a carton

GIRLS' METEOR–FLITE – EQUIPPED

Same specifications as above except– Two–bar cantilever– Finished in flamboyant Turquoise with white and gold trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–275	5-41	26 in.	54 lbs.	$ 59.95
495–341	5-43	24 in.	50 lbs.	59.95

One in a carton

BOYS' STRATO-FLITE

Specifications—
Frame— New hydrogen brazed-Space-weight design. **Fork,** triple truss crown with chrome cap. **Luggage carrier,** space-weight design with dual chrome guard rails and spring clip. **Tail light,** new custom 360-flashing dome warning signal. **Headlamp,** Forward-thrust custom dual headlights in tank (Tank space-weight-design with instrument panel. **Horn,** in tank. Vinyl water-proof top with coil springs and silver mylar trim. Fenders, chrome custom fit crescent design/ Sprocket ornament, spinner hub, chrome type finish & colored center. Trim, chrome all-steel, hook-type.
Tires, white sidewall, 26 x 1.75-inch with inner tube. Chain guard, space weight design, chrome. **Pedals,** bow form, ball-bearing, plated parking stand, side kick up. **Coaster brake,** Bendix, chrome. Stimsonite reflector on rear fender. **Finish,** flamobyant Red with white and gold trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
466-664	**5-64**	26 in.	57 lbs.	**$ 67.95**

One in a carton

GIRLS' STRATO-FLITE

Same specifications as above except— Flamboyant magenta with White and Gold trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
423-798	**5-65**	26 in.	55 lbs.	**$ 67.95**

One in a carton

MURRAY — *Lightweights for speed and action*

BOYS' - THE MONTEREY

Specifications—
Frame, Hydrogen brazed lightweight diamond, tubular fork, triple truss crown and chrome cap. **Fenders,** chrome/ rims. **Tires,** 26 x 1-3/8—inch (inner tubes) 3—speed rear hub—/ twist—grip control and front and rear caliper brakes. 2—tone vinyl waterproof saddle. Rear reflector. **Finish,** metallic, gold with red and white.

Stock No.	Mfg. No.	Size wheels	Wt. ctn.	Each
495-671	**A-120**	26 in.	50 lbs.	**$ 49.95**

One in a carton

BOYS' — THE "LE MANS"

Specifications—
Frame, Hydrogen brazed lightweight diamond. Tubular fork with triple truss crown and chrome cap. **Fenders**-Chromed/ chainguard and rims. **Tires,** white sidewall, 26 x 1-3/8-inch, (Inner tubes) Adjustable 3—speed rear hub with twist grip control and chrome front and rear caliber brakes. **Headlight** chrome, 2—tone water-proof vinyl seat and tourist bar, rear reflector. **Finish,** Flamboyant Red with White trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495-747	**A-130**	26 in.	52 lbs.	**$ 57.95**

One in a carton

GIRLS' — THE MONTEREY

Same specifications as above except— 2—bar cantilever frame. Finish, metallic continental—blue with red & white.

Stock No	Mfg. No.	Size wheel	Wt. ctn.	Each
495-721	**A-121**	26 in.	50 lbs.	**$ 49.95**

One in a carton

GIRLS' — THE "LE MANS"

Same specifications as above except— two—bar cantilever Flamboyant finish, Turquoise with White trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495-770	**A-131**	26 in.	52 lbs.	**$ 57.95**

One in a carton

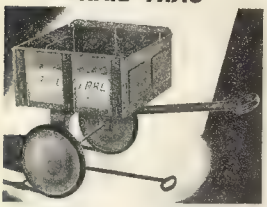
THE MURRAY OHIO MFG. CO.,

DUMP TRAC

Body 33–inches long, 15½–inches wide, 8–inch wheels / molded tires. Equipped with dump box which is easily operated from seat. Body and wheels are finished in Vermillion with white trim.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–841	5–320	16 lbs.	* $9.95

TRAIL TRAC

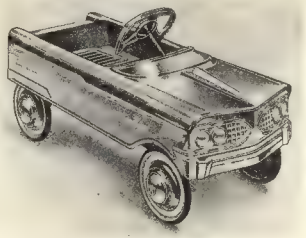


Body 12–inches long, 11–inches wide and 6–inches deep, 8–inch wheels with molded tires, tail gate opens for added play value. Body and wheels are finished in Vermillion.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–858	5–321	11 lbs.	* $ 6.95

One in a carton

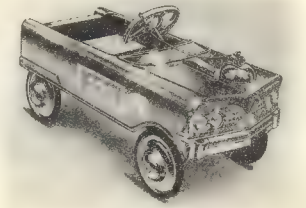
TEE BIRD AUTO*



No detail too small to insist on extra quality, this is synonymous with Murray. Attractive Tee Bird automobile with today's styling. Body is 33" in length and 15" in width. Wheels are 8" with moulded tires. Equipped with jet type steering wheel. Finished in bahama blue with white trim, vermilion wheels with white stripe.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–874	5–650	24 lbs.	* $ 13.95

FIRE CHIEF AUTO*



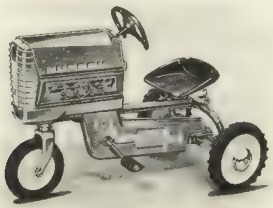
The spirited young chief will be the first one on the scene of the action in the sleek, fast fire chief automobile. Equipped with regular chrome plated fire chief bell. Body is 33" in length and 15" in width. Wheels are 8" with moulded tires. Finished in vermilion with white trim, vermilion wheels with white stripe.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–882	5–651	24 lbs.	* $ 14.95

Entire Page, One in a carton
* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO., DEPT. T

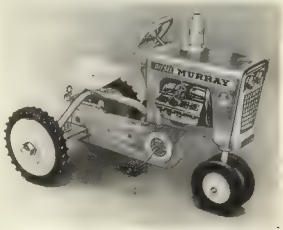
Deluxe TRACTOR*



Full ball bearing, length is 37", width 22" and height 25". 8" ball bearing front wheel and 10" ball bearing rear wheels. Large semi-pneumatic tire on front and tractor lug tires on rear. Ball bearing chain drive with proper gear ratio for maximum pedaling ease. Equipped with simulated spark plugs, ignition wires, trailer hitch and spring type adjustable seat. Body is finished in vermilion with aluminum and white trim, white wheels.

Stock No.	Mfg. No.	Wt. ctn.	Each
493-775	5-311	33 lbs.	* $22.95

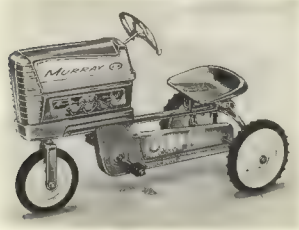
Deluxe Diesel TRACTOR*



The extent of Murray craftsmanship is reflected in their fine line of tractors. Full ball bearing, length is 38", width 24" and height is 27". Wheels are ball bearing, 8" dual front, 12" rear with large semi-pneumatic tires. Rear wheels equipped with regular tractor treads. Ball bearing chain drive with motor tone - gear shift. Equipped with metalized authentic engine block, dual spark plugs with ignition wires and exhaust pipe. Body is finished in metallic emerald green with highway yellow trim and white wheels.

Stock No.	Mfg. No.	Wt. ctn.	Each
495-507	5-316	40 lbs.	* $ 28.95

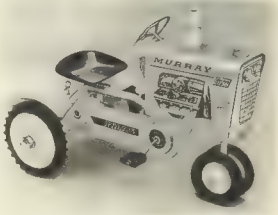
Chain Drive TRACTOR*



Body is 27" in length, 20½" in width and 25" high. 8" front wheel and 10" rear wheels with semi-pneumatic tire on front and tractor lug tires on rear. Ball bearing chain drive with proper gear ratio for maximum pedaling ease. Equipped with simulated spark plugs, ignition wires, adjustable seat and trailer hitch. Body is finished in vermilion with white trim and white wheels

Stock No.	Mfg. No.	Wt. ctn.	Each
493-791	5-312	27 lbs.	* $ 17.95

Super Deluxe Diesel



The most authentic and rugged tractors are built by Murray Ohio. Full ball bearing, length is 38", width 24" and height is 27". Has thunder-rod motor under hood, activated by hand accelerator on new tractor instrument panel. Wheels are ball bearing, 8" dual front, 12" rear with large semi-pneumatic tires. Rear wheels equipped with regular tractor treads. Ball bearing chain drive and rear wheel fenders. Equipped with metalized authentic engine block, dual spark plugs with ignition wires and exhaust pipe. Seat is spring type adjustable. Body is finished in flamboyant red with aluminum and white trim and white wheels

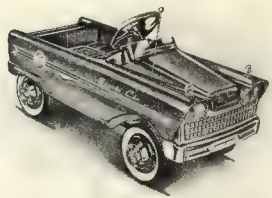
Stock No.	Mfg. No.	Wt. ctn.	Each
495-242	5-318	41 lbs.	* $ 32.95

Entire Page, One in a carton
* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO.,

SPORTS CAR*

With Music Box • ADJUST • O • MATIC

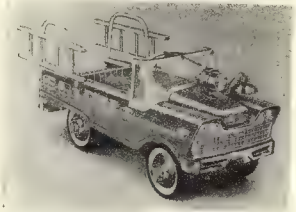


Full ball bearing, body is 36" long and 17" wide. 8" ball bearing wheels with moulded tires. 5 position adjustable pedals with ball bearing pull straps and rear axle hangers. Equipped with musical radio box which actually plays, automotive spinner type hub caps, retractable radio antenna, chrome finished instrument panel. Body is finished in continental blue with red and white trim, red wheels with white trim.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-260	5-712	28 lbs.	* $ 22.95

Deluxe FIRE TRUCK*

ADJUST • O • MATIC

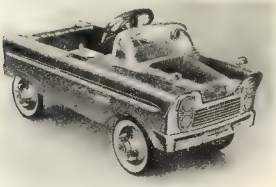


An exceptional fire truck for the young fire buff, he can depend on getting to the action. Full ball bearing, body is 45" long and 17" wide. 8" ball bearing wheels with moulded tires. Features new pedestal flasher light and new wrap around windshield with wiper blade. 5 position adjustable pedals with ball bearing pull straps and rear axle hangers. Equipped with fire engine bell, ignition key in dashboard, automotive spinner type hub caps and two wooden ladders. Body and wheels finished in vermilion with white trim.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-286	5-750	35 lbs.	* $ 26.95

SPORTS FURY CAR*

With Thunder-Rod Motor • Adjust • O • Matic

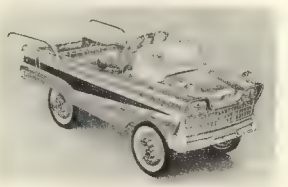


Driving to perfection in a new sports car, fresh ideas for the young set to enjoy. Features new wrap around windshield, rear view mirror and thunder-rod motor actuated by gear shift type lever. Also features new radiator grill with simulated dual headlights. Equipped with 5 position adjustable pedals, fender ornaments and ignition key in dashboard. Body is 36" long and 17" wide. 8" wheels with moulded tires. Body finished in metallic ice blue with red and white trim. Red wheels with white trim.

Stock No	Mfg. No.	Wt. ctn.	Each
495-192	5-718	27 lbs.	* $ 23.95

Deluxe STATION WAGON*

ADJUST • O • MATIC



The beauty of the Murray dude wagon is just that — it's beautiful. Full ball bearing, body is 45" long and 17" wide. 8" ball bearing wheels with moulded tires. 5 position adjustable pedals with ball bearing pull straps and rear axle hangers. Equipped with ignition key in dashboard, jeweled bulb horn, automotive spinner type hub caps, gun sight fender ornaments with reflectors and rear compartment with tail gate. Features new wrap around windshield. Body is finished in cactus green with mahogany and white trim, cactus green wheels with white trim.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-310	5-751	32 lbs.	* $ 23.95

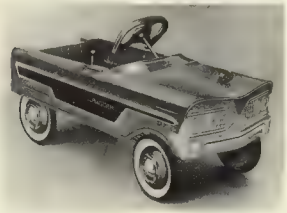
Entire Page, One in a carton

* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO., DEPT. T

RANGER AUTO*

WITH THUNDER-ROD MOTOR

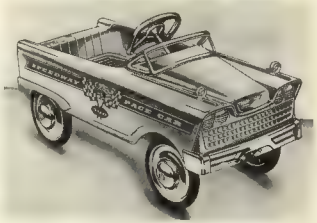


Murray comes on big for 1965 with the lively Ranger automobile. Equipped with thunder-rod motor actuated by gear shift type lever on driver's side. Also equipped with deluxe radiator ornament. Body is 33″ in length and 15″ in width. Wheels are 8″ with moulded tires. Finish in fawn beige metallic with mahogany and white trim.

Stock No.	Mfg. No.	Wt. cm.	Each
495–226	5–658	24 lbs.	* $ 16.95

SPEEDWAY PACE CAR*

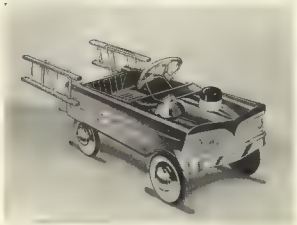
ADJUST · O · MATIC



Body is 36″ long and 17″ wide. 8″ wheels with moulded tires. 5 position adjustable pedals with ball bearing pull straps and rear axle hangers Equipped with windshield, automotive type spinner hub caps, fender ornaments with reflectors and ignition key in dashboard. Body is finished in Arctic white with red and black trim, red wheels with white trim.

Stock No.	Mfg. No.	Wt. cm.	Each
493–981	5–710	26 lbs.	* $ 17.95

FIRE TRUCK*

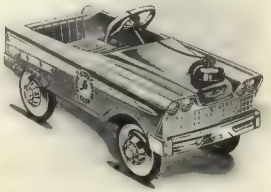


Benind the wheel of a Murray fire truck the young tike can enjoy the fun of driving a real one with flashing red light and chrome plated fire engine bell. Body is 40″ in length and 15″ in width. Wheels are 8″ with moulded tires. Equipped with jet type steering wheel, wooden ladders, ladder rails and rear platform for added play value. Finished in vermilion with white trim, vermilion wheels with white stripe.

Stock No.	Mfg. No.	Wt. cm.	Each
493–973	5–660	28 lbs.	* $ 19.95

Deluxe FIRE CHIEF AUTO*

ADJUST · O · MATIC



Body is 36″ long and 17″ wide. 8″ wheels with moulded tires. 5 position adjustable pedals with ball bearing pull straps and rear axle hangers Equipped with realistic fire engine type bell, ignition key in dashboard and automotive spinner type hub caps. Body and wheels finished in vermilion with white trim.

Stock No.	Mfg. No.	Wt. cm.	Each
494–245	5–711	27 lbs.	* $ 17.95

Entire Page, One in a carton

* Factory Suggested Resale Price

THE OHIO ART CO.

METAL PAIL AND SHOVEL

Large size, 6¼–inch top diameter, 6-inches high - Heavy gauge shovel, 9-inches - Assorted designs in iridescent colors-

Stock No.	Mfg. No.	Wt. ctn-	Each
467–373	8	24 lbs-	$ 0.49

Thirty-six in a carton

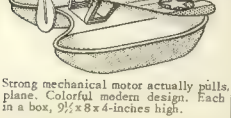
MECHANICAL BOAT

Sturdy metal, strong spring motor. Metal rudder, 14½-inches long; 3¾–inches wide and 2⅞-inches high.

Stock No.	Mfg. No.	Wt. ctn-	Each
487-405	101	15 lbs-	$ 1.00

Twenty-four in a carton

SEAPLANE

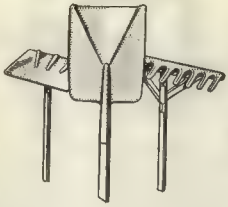


Strong mechanical motor actually pulls plane. Colorful modern design. Each in a box, 9½ x 8 x 4-inches high.

Stock No.	Mfg No	Wt. ctn-	Each
487–439	106	18 lbs.	$ 1.00

Twenty-four in a carton

GARDEN SET



Shiny tin plate finish. Rake, 30–inch overall; hoe, 30-inch and shovel 27-inches.

Stock No.	Mfg. No.	Wt. ctn-	Per Set
487–454	174	37 lbs-	$ 0.98

Twenty-four sets in a carton

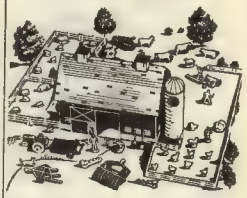
FARM SET

48-piece set. Big metal litho barn is 17¾-inches long; 9½-inches wide and 13¾-inch high. Two weathervanes; 2 cupolas; one shed roof, 15-pieces interlocking plastic fence, one vinyl-tractor, 4⅛ by 3-inches; farmer/Wife & child in vinyl. Vinyl and poly animals include– 1 duck; 4 ducklings; 4 chicks; 5 lambs; 5 pigs; one rooster/hen and two cows. Each in attractive counter display box with instructions.

Stock No.	Mfg. No.	Wt. ctn-	Per Set-
487–611	196	47½ lbs.	$3.00

Twelve sets in a carton

83–PIECE FARM SET



Big metal barn with sliding door. 17¾-inches long, 9½–inches wide & 13¾–inches high. 83–pieces including the following– Fence/Silo/Farm equipment, Trees and Farm animals. Attractive display box and instructions.

Stock No.	Mfg. No.	Wt. ctn-	Each
467–878	198	30 lbs.	$ 5.95

Six in a carton

MUSICAL TOP

4–tone reed. Four-color lithoed metal plunger-type top. 9½–inch diameter & 8½–inches high.

Stock No.	Mfg. No.	Wt. ctn-	Each
467–902	307-A	6 lbs.	$ 1.00

Six in a carton

DEPT. T

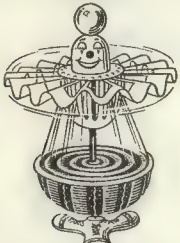
THE OHIO ART CO.

COLOR CHANGING TOP

Changes colors as is spins. Musical reeds play at the same time, Plunger type. Poly base. Well constructed. 10 inches high and 7½-inch diameter.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-801	315	16 lbs.	$ 1.69

CLOWN TOP



As the top spins, clowns collar fans out to 11-inche diameter - Transparent plastic body. Size, 11 by 5¼-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-355	319	17 lbs.	$ 2.00

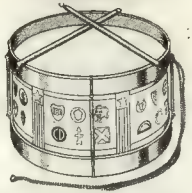
AUTOMATIC CHORAL TOP

Contains a twelve-tone choral reed & changes tone making beautiful chords while spinning. Blue wooden knobs & poly base. 9½-inches high, 8½-inch diameter.

Stock No.	Mfg. No.	Wt. ctn.	Each
487 827	322	17½ lbs.	$ 2.00

Above Twelve in a carton

SNARE DRUM



Four-color lithographed design that displays Armed Forces Insignia, has crackled gold rims, 4-springs, two 12 inch sticks, 18-inch neck sling. Diameter, 11-inch and 4½-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-389	342/A	18 lbs.	$ 1.00

Twelve in a carton

PORTABLE T-V

Portable play Musical-Color TV with Genuine Swiss Musical unit.

Stock No.	Mfg. No.	Wt. ctn.	Each
499-772	368	31 lbs.	$ 4.00

Twelve in a carton

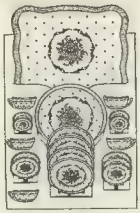
TEA SET

Complete 11-piece set of 4-color lithographed metal. Service for three.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-413	408	26 lbs.	$ 1.00

Twelve in a carton

BLUE HEAVEN TEA SET



20-piece set, four each, Dinner plates, Butter plates, Cups, Saucers, serving plate, Tray, Sugar and Creamer.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
469-148	410	19½ lbs.	$1.00

Twelve in a carton

COUNTRY KITCHEN- TEA SET

Metal lithographed tea set in attractive package designed like a Hutch cabinet. 14-pieces, -Four each, Cups / Saucers, 5¼-inch Dinner plates also Creamer and 8 by 10-inch tray.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-172	421	26 lbs.	$ 2.00

Twelve in a carton

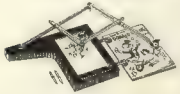
HOLIDAY_ PARTYWARE SET

35_piece plastic and metal set. Serv_ice for four _ Polystyrene goblets and flatware.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–180	426	22 lbs.	$ 4.00

Six in a carton

WALT DISNEY-SKETCH-A-GRAPH WITH PANTOGRAPH

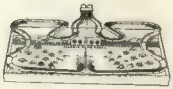


Enlarge or reduce almost any drawing, in color_ Mickey mouse and Donald Duck pen holders. Four arms, 3 Pens-

Stock No.	Mfg.No.	Wt.ctn.	Each
478–222	502	30 lbs.	$ 3.00

Twelve in a carton

MARBLE DRAG TRACK

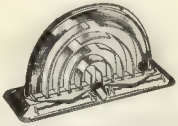


Completely set up by merely inserting metal standard under track. Over "88" assorted colored plastic track. Set includes track/ track starter/ and metal standard, six marbles, track scoreboard. Overall size, 19½ x 10½ x 6_inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
487–447	529	14 lbs.	$ 1.00

Twelve in a carton

TOP AND TRAP GAME



Exciting, 2_players tap metal levers to control action of two polished wooden balls, winner is first player to get a ball returned through center hole in base of game. Lithoed metal base and plastic arch Overall size, 13½ x 5¼ by 7½_inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
487–470	530	21 lbs.	$ 2.00

Twelve in a carton

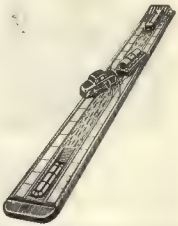
"TOE_JOE" CLOWN

Press lever & watch the mechanical trapeze clown flip and flop around the trapeze. Height, 16¼_inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
487–488	600	26 lbs.	$ 3.00

Twelve in a carton

MECHANICAL_ SWITCH & DUMP TRAIN SET



Wind up mechanical train, Does everything automatically. 4-1/8 x 28-3/8_inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–347	601	21 lbs.	$ 3.00

Twelve in a carton

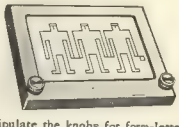
MECHANICAL HI_WAY ROAD SET

Large, 13-3/8 by 18-5/8_inch metal layout. Three 3-1/8_inch mechanical cars. Long running mechanical switches

Stock No.	Mfg.No.	Wt.ctn.	Each
478–354	612	29 lbs.	$ 5.00

Twelve in a carton

ETCH_A_SKETCH



Manipulate the knobs for form-letters, pictures, chart and designs - 9½_inch wide and 7¼_inches high-

Stock No.	Mfg.No.	Wt. ctn.	Each
467–340	505	10 lbs.	$ 4.00

Six in a carton

DEPT. T THE OHIO ART CO.

CARNIVAL SHOOTING GALLERY

Mechanical shooting gallery with, wind-up mechanism - Plastic dart gun and four rubber tipped darts. size-17 by 10½ x 2½-inches-

Stock No.	Mfg.No.	Wt.ctn-	Each
474-882	575	22lbs-	$ 5.95

Six in a carton

TRAFFIC CONTROL

Mechanical wind-up cars are controlled on the board with four hand operated levers - Size-14 by 19½-inch. Cars- 3-3/3-inches.

Stock No.	Mfg.No.	Wt.ctn-	Each
474-908	611	15 lb-	$ 4.00

Six in a carton

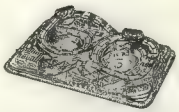
ALPINE EXPRESS

3-dimension colorful Alpine lithoed completely assembled metal layout. Size, 32½ x 6½-inches. Over 96-inch of track - Two, 3¼-inch sturdy metal wind-up cars. Winding post mounted on board. Automatic switch keeps cars moving in and out of station.

Stock No.	Mfg.No.	Wt.ctn.	Each
487-504	614	17 lbs.	$4.00

Six in a carton

CONEY ISLAND



Assembled, colorful 3-dimension amusement park layout of vacuum formed plastic and metal. 21-inches long, 15 inch wide, 4-inches high. 98-inch of track, two long running 3¼ x 1¼-inch metal cars. Winding post mounted on the station.

Stock No.	Mfg.No.	Wt.ctn.	Each
487-538	634	19lbs.	$ 5.00

Six in a carton

SUPER BANG CAPS

Eighty, easy-load, unload, caps, each cap enclosed in individual plastic cartridge. Use with No. 707 Wasp & No. 711, Susy-cap-guns.

Stock No.	Mfg.No.	Wt.ctn.	Per Pkg.
499-616	700	2½lbs.	$ 0.39

Twelve in a box,
Seventy-two in a carton

WASP-X-707

8-shot plastic revolver, 4½-inch long and 3½-inches high. Black with grey cylinder. Fine detailed snub nose and easy load, easy unload 40-Super-bang-caps. Blister-package.

Stock No.	Mfg.No.	Wt.ctn.	Each
499-681	707	5lbs.	1.79

Twelve in a carton

SUSY-X711 CAP GUN

8-shot dark grey revolver. Pearl-like handle grip and light grey cylinder. 6¼ inches long. 40-easy load, unload loud, bang-caps. Blister-package.

Stock No.	Mfg.No.	Wt.ctn.	Each
499-764	711	7½lbs.	$ 1.98

Twelve in a carton

McCULLOCH'S 28-HP OUTBOARD

JOHNSON SEA-HORSE V-75

4-CYCLE 55-HP
HOMELITE

EVINRUDE'S 51-POUND
6-HP FISHERMAN

THE 35-HP WEST BEND 350

MERCURY'S 50-HP MERC 500

OUTBOARD MOTORS 1965

Outboards, once little more than a substitute for oars and Norwegian steam, have come of age these past few years and, like boatmen themselves, seek wider horizons. The 1965 outboards range from small and silent fishing engines to 90- and 100-hp units to take you on extended cruises and bring you back with dependable ease. Below and on the next page is '65's outboard lineup.

JOHNSON SEA-HORSE

■ Sea-Horse outboards from Johnson Motors, Waukegan, Ill. 60086 include three entirely new engines for 1965 rated at 5, 6 and 33 hp. Other Johnson outboards are rated at 3, 9½, 18, 40, 60, 75 and 90 hp in a line engineered according to the company, for light weight, economy and quiet operation. The new Johnson 5- and 6-hp engines weigh 43 and 51 pounds, respectively, and have fixed-jet carburetion for fuel economy. Both provide propeller protection against damage when striking submerged objects. The electric-starting Sea-Horse 33 is a versatile mid-range engine similar in engineering to the 40-hp Sea-Horse and is sold with a choice of propellers to suit different purposes. Johnson's larger engines of 40, 75 and 90 hp may be ordered with Electramatic clutch and single-motion controls, a system served by a 40-amp alternator. Johnson outboards have a two-year warranty and operate on fuel with a 50:1 gas-to-oil ratio.

McCULLOCH

■ The McCulloch Corp., 6101 W. Century Blvd., Los Angeles 45, Calif. has eight outboards for recreational boating, including heavy-duty engines of 14 and 48 hp, and two competition engines approved for racing by the American Power Boat Association and the National Outboard Association. The largest McCulloch outboard is an electric-starting 75 and the smallest is a fisherman's 7½ available in standard or weedless versions. Other McCulloch outboards are rated at 45, 28, and 14 hp; the 14- and 45-hp engines are available in heavy-duty versions which, says the company, deliver pushing power equal to conventionally-geared outboards of twice their horsepower. McCulloch's 1965 engines are claimed to have the lightest weight-to-horsepower ratio in the industry. Their fuel mixture, with McCulloch 100-1 outboard motor oil, is an economical 100 units of gasoline to one of oil.

MERCURY

■ The Kiekhaefer Corp., Fond du Lac, Wis. has Mercury outboards from 3.9 to 100 hp for 1965, improved with a new silencing system that the company claims reduces sound level by 50%. Mercury's new silencing system mounts the engine cowling on an aluminum frame insulated from the powerhead's noise and vibration by rubber mounts, effectively thwarting the usual "sounding board" properties of an outboard's cowling. Similar rubber insulating systems are used with controls and clamp brackets, and a water jacket completely surrounds the exhaust tube which passes exhaust gases away underwater through the propeller hub. The largest Merc is the 100-hp Merc 1000, followed by a 90-hp six engineered for fuel economy, 50- and 60-hp fours, two-cylinder outboards of 35, 20, 9.8 and 6 hp, and the single-cylinder 3.9. Standard equipment on Mercury outboards includes power-dome squish-type combustion chambers, fixed-jet carburetors, a self-sacrificing device to protect underwater parts from galvanic corrosion in salt water, propeller with rubber safety clutch, alternator-charged electrical system, and forged-aluminum clamps.

WEST BEND

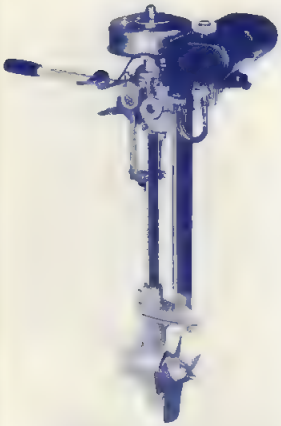
■ New from the West Bend Co., Hartford, Wis. are a 55-pound 9-hp fishing motor, a 50:1 gasoline-to-oil ratio for West Bend motors of 20 hp and up, and a weatherproof, baked-enamel finish for interior and exterior parts of all the company's outboards. In addition to the lightweight 9, West Bend's new outboards are rated at 80, 50, 45, 35, 20, 6 and 3½. Motors of 45 hp and up have electric starters, and the 50- and 80-hp West Bends have alternator electrical systems. According to the company, the new motors are designed for quiet operation with fiberglass hoods, neoprene-cushion mountings and sealed channels, and an acoustical lower-unit chamber.

EVINRUDE

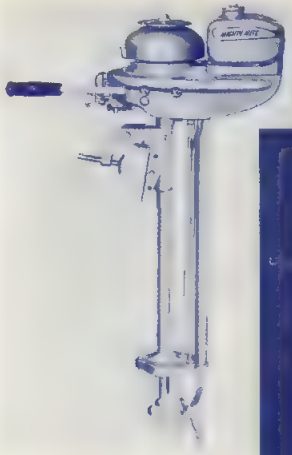
■ Evinrude outboard motors are rated at 90, 75, 60, 40, 33, 18, 9½, 6, 5 and 3 hp by Evinrude Motors, Milwaukee, Wis. 53216. The new Evinrudes are covered by a two-year warranty and engineered to operate on regular gasoline with a 50:1 gas-to-oil ratio. New outboards from the Milwaukee firm are the 5-, 6- and 33-hp engines; the 5 and 6 are lightweight fishing motors and the 33 has been engineered for economical performance on light runabouts. Evinrude's largest motor, 90 hp, is a V4 with pushbutton Selectric controls standard equipment. The 75- and 60-hp Evinrudes may be ordered with streamlined lower units and a 20:23 gear ratio or with heavy-duty units whose gear ratio is 17:29. The mid-range 40-hp Big Twin is offered with electric starting, manual starting, or Selectric automatic controls. All engines from 33 hp up have a choice of propellers at no additional cost and all Evinrude motors may be ordered with either 15" or 20" lower units.

HOMELITE

■ Two new versions of the four-cycle 55-hp outboard from Homelite, Division of Textron, Inc., Port Chester, N. Y. are announced for 1965. The Homelite Grand Prix has a one-piece cowling, a powerhead suspension system, intake and exhaust silencers, foam-plastic lining in the cowling, and systems to isolate powerhead vibrations from the engine's exterior parts—all engineered to reduce vibration and noise. Standard equipment on the Grand Prix includes a 20-amp alternator; thermostatically-controlled cooling, and four-cycle, automotive-type operation which the company claims will reduce operating costs by as much as 50% over standard two-cycle outboards. The 55-hp Homelite De Luxe has thermostatically-controlled cooling, four-cycle operation, and the sound-deadening systems of the Grand Prix.



BRITISH SEAGULL 2-3-HP FORTY-PLUS

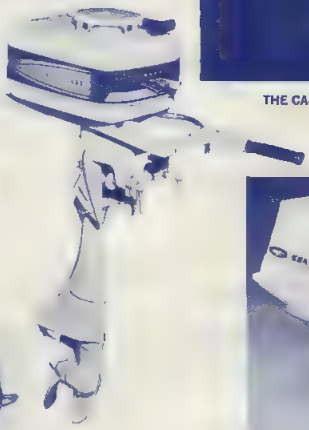


THE 1.7-HP MIGHTY MITE

ESKA'S 6-HP GOLDEN JET

THE CARY JET OUTBOARD

SILVERTROL'S
FOUR-SPEED
ELECTRIC OUTBOARD



COMANCO'S 4-HP
COMMANDO

THE 45-HP SEA KING

OUTBOARDS 1965

NEPTUNE MIGHTY MITE

■ The 17-pound Neptune Mighty Mite from Muncie Gear Works, Box 433, Cordele, Ga. develops 1.7 hp and sells for about $90 with a 90-day guarantee against defects in parts and workmanship. The company claims the Mighty Mite stows easily aboard larger boats as a source of auxiliary power in case the main engine fails and is ideal for fishermen and sportsmen

SEA KING

■ Sea King outboard motors from Montgomery Ward, 619 W. Chicago Ave., Chicago 7, Ill. range from 3½ to 80 hp. Sold with a two-year warranty on parts and labor, all Sea King outboards except the lightweight 3½ have full gear shift, twist-grip throttle, neoprene-cushioned propeller, and a system to reduce vibration and noise. Horsepower ratings are 3½, 6, 9, 20, 45, 50, and 80.

UNIVERSAL MAN-U-TROLL

■ Man-U-Troll, a manually-operated outboard motor that the manufacturer claims will push a small boat at 2 to 3 mph on the boatman's own steam, has been developed by Universal Projects, Inc., 4306 Old St. Augustine Rd., Jacksonville, Fla. 32207. The $42.50 Man-U-Troll has a standard propeller that spins when its control lever is worked up and down.

CARY JET

■ An air-cooled outboard of 4 hp which pushes a boat with a jet of water emitted from its lower unit is sold by Cary Enterprises, Inc., 114 Railroad St., Huntington Station, N. Y. The company claims that the Italian-built motor will operate in water a mere 4" deep unimpaired by silt, sand, weeds and other underwater hazards. The Cary Jet has 360° swiveling for reverse and a throttle control in its steering arm. The price of the Cary Jet outboard is $149.95.

COMANCO

■ The air-cooled 4-hp Commando outboard is sold for less than $100 by Comanco, Inc., Washington and Motor Avenues, Culver City, Calif. The 21-pound Commando, says the company, is permanently self-lubricating and carries a first-season warranty. It is claimed to develop the highest horsepower per pound of any outboard in the world by making use of its own exhaust as a second source of power in addition to the thrust of its propeller.

SILVERTROL

■ The battery-powered Silvertrol fishing motor is manufactured in two models by Silver Creek Precision Corp., Silver Creek, N. Y. and covered by a six-month warranty against defective parts and workmanship. Silvertrol, which sells for $119.50, runs for six to ten hours on one 6- or 12-volt battery charge and weighs 24½ pounds in the four-speed low-drain model, 21 pounds in the two-speed higher-rpm model.

BRITISH SEAGULL

■ Heavy-duty outboards for sailboats and other displacement hulls are built in England by British Seagull Co., Ltd. and sold on these shores by Seagull Marine, 672 S. Lafayette Park Pl., Los Angeles 57, Calif.; Inland Marine Co., 76 East Jackson St., Wilkes-Barre, Pa.; and Imtra Corp., 11 University Rd., Cambridge 38, Calif. Horsepower ratings for Seagull outboards, which may be ordered with long or standard shafts, are 1-2, 2-3, 3-4, and 4-5. They are geared to turn four- and five-bladed propellers with considerable power at low rpm's and engineered, says the company, to perform full-time in salt water with little or no maintenance. They are built with corrosion-resistant alloys, bronze-alloy bearings, valveless pumps, case-hardened nickel-steel gears running in oil, and solid-brass fuel tanks. Prices range from $130 to $210.

MINN-KOTA ELECTRIC OUTBOARDS

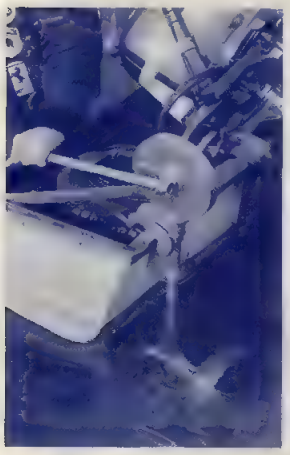
■ Electric trolling motors for 6- and 12-volt battery operation are manufactured by the Minn-Kota Mfg Co., Inc., Moorhead, Minn. and engineered for light weight and quiet operation. A two-speed model with underwater motor housing is $49.95; a three-speed motor with cable-driven shaft is $79.95; an underwater version of the three-speed is $89.95; a de luxe model of the three-speed is $99.95; and a de luxe three-speed with reverse is $119.95.

ESKA GOLDEN JET

■ Golden Jet outboards from The Eska Co., Inc., 100 W. 2nd St., Dubuque, Iowa are 30- and 31-pound air-cooled engines rated at 4 and 6 hp. The company claims that the single-cylinder powerheads of its engines have only three moving parts and are built with an automatic spark control for smooth performance from trolling to full speed. Each engine has an integral 3½-pint fuel tank and a remote tank with 2½-gallon capacity.

MY-TE ELECTRIC OUTBOARD

■ A 30-pound outboard that operates for 8 to 10 hours on a single 6- or 12-volt battery charge is manufactured by City Engineering Co., Inc., 3547 Massachusetts Ave., Indianapolis, Ind. The My-Te electric, says the company, delivers power equivalent to 2½-hp gasoline engines at higher speeds and its electric operation makes it exceptionally quiet for fishing and hunting. The price, with a year's guarantee, is $104.50.



LEFT: THE MY-TE ELECTRIC OUTBOARD

FAR LEFT: UNIVERSAL'S MAN-U-TROLL

THE BEST 25' CRUISER AFLOAT!
Get the "Best Boat for the Money"... Revel's "Revelation" is the best 25 feet inboard cruiser... period.
Revel Craft brings you this superior quality, performance-tested, 25' inboard Cruiser at an amazing price. Beam 9'4"... headroom 6'2".
Revel Craft distills the 300 years of Chesapeake Bay boatbuilding experience to produce family styled cruisers of classic design... imaginative in styling, soft riding, beautiful performing, seaworthy, livable... more fun and comfort afloat than you've ever known.
Revel's 25' "Revelation" sleeps 4 comfortably, with "wife saver" spacious complete galley. Cottage-bright colorful interior with convertible dinette, spacious windows, full size private stand up head, family "Fun-sized" cockpit and many "extras" included as standard equipment.
Write for colorful
$4995.
If you're paying more... you're paying too much
Available both in smooth or lapstrake models.
REVELcraft
Box 20, Arnold, Md.
(adjacent to Annapolis)
DEALER INQUIRIES INVITED

SEE US IN BOOTH #B-60 AT THE NEW YORK SHOW

BETTER BOATING IT BETTER BE

► *By Eileen Crimmin*

"WRAP that one up; roll this one out" accurately describes the finish of 1964 and entrance of 1965 in the Pacific Northwest.

Our most startling wrap-up job came from seven sailing skippers whose stock of honor hardware overflows the mantel. What these skippers haven't won doesn't exist. Yet all are selling their boats!

The 7-boat victory fleet resides with Tom Wheeler, Yacht Broker, who admits he blinks every time he passes them. Why not, with a line-up like this: Hussy, We're Here; Thetis; Vagabond; Echo; Adios, and Troubadour

All participated in Swiftsure. Three are past overall winners. One was Boat of the Year. One was twice winner of Norpac. All are heavy class winners and overall winners of major sailing events.

Their owners confess retirement from racing to partake of other activities! Anyway, Wheeler believes the withdrawal only temporary strategy, not permanent retreat.

Grand Design for Grand Boating

Looking back, 1964 was the Year of the Canal. There was at least one news break a month about the proposed connection between Puget Sound and the Columbia River. Now a new glimpse into 1965 staggers imagination.

It's not so much the Canadian discovery that a salt water inlet bisects the Alaska panhandle to give Canada a northern seaport she never had before. Nor is it the dredging and straightening of the Sammamish Slough in northern Seattle, now almost complete.

It's the master plan to store water (wasted now) from Alaska, Canada and the Pacific Northwest, then move it by canal to water-poor areas like southwestern U.S. and Mexico.

Named the North American Water and Power Alliance, the proposal is to use the "Rocky Mountain trench" as a reservoir. The trench is 900 miles long, 15 miles wide and about 300 feet deep. This natural cavity would be filled with water from the continent's great northwest river systems. From there an interconnected system of canals, aquaducts, tunnels and minor reservoirs then would supply the entire continent west of the Mississippi

Canada's main canal is expected to be 700 feet wide and 40 feet deep to permit passage of ocean-going vessels. Cost: $100 billion, time: 30 years to completion if begun yesterday. The project is expected to solve our water-shortage problems for at least 100 years. Revenue from water and power eventually would repay the cost.

Only lightly touched are recreational aspects, including boating, of such a project. Boatmen would get a major navigable waterway from Duluth, Minnesota to Vancouver, B.C., and heaven knows where else on subsidiary waterways. Recreation possible on and around the Rocky Mountain trench reservoir (900 miles long, remember?) is delightful to contemplate. The project promises no losers, only gainers. Frank Moss, Senator from Utah, has additional information.

Looking Forward, Backward

Two things happened in 1964 that won't happen until 1965. Seattle bid the Gold Cup back to Lake Washington

YOU CAN'T BUY MORE VALUE AT ANY PRICE!

REVEL CRAFT 27'
"FIESTA"

Talk about value in performance and quality? Revel's "Fiesta" is the family cruiser standard of excellence. Here's everything you've ever wanted in a cruiser—Space . . . Luxury . . . Comfort . . . Convenience . . . and Performance that will outrun everything but another Revel!

The "Fiesta" has more 4-sleeper spaciousness with maximum comfort and luxury for every member of your family . . . 6'2" headroom, cottage-bright interior with carpeted floor . . . generous galley with hide-a-way stove, dish racks, double door icebox and other convenience features that "first mates" love (mirror, vanity and clothes hamper in toilet room) . . .

All this plus Revel's exclusive "ginalized" construction, silencer muffler and whisper quiet V/8 power!

Built to a Standard, not a Price Tag
$5995. If you're paying more . . . you're paying too much.
Available both smooth and lapstrake models

REVELcraft
Box 20, Arnold, Md.
(adjacent to Annapolis)
DEALER INQUIRIES INVITED

SEE US IN BOOTH #B-60 AT THE NEW YORK SHOW

for August 8, 1965 with a purse of $50,150. And citizens voted in Initiative 215 and Referendum Bill 11—measures which benefit boating and all other participants in outdoor recreation.

The Gold Cup bid insures Seattle's Seafair Celebration of a gilded climax as the event replaces the Seafair Trophy unlimited race. Since Ron Musson and Miss Bardahl already possess the coveted cup, it's hoped the trophy won't leave for an additional year following 1965.

A recent count of unlimited hardware showed the Bardahl camp leading Seattle exhibitors with seven trophies including the Gold Cup; Miss Notre Dame in possession of the Dixie Cup and Miss Exide holding the Diamond Cup.

For two consecutive years Musson and Bardahl have won Gold Cup and National High Point title. Together they are the boat and driver to beat.

Fast and lovely is this work boat, one of the Ron Rawson fiberglass gillnetters. Rawson is at left.

Never Skip "Skip"

An additional trophy for "inspirational and distinguished service" to the sport of unlimited racing went to Frank "Skip" Skinner. As Chairman of the Pit Committee in Seattle as well as at other race sites, Skinner is best known as "Pit Boss" while handling with humor and dexterity the million details necessary to proper pit function.

His work over the years has set a pattern of pit government used by other areas, and from which they deviate at risk of confusion and danger.

Though young, 33, Skinner is acknowledged "dean" of Pit Bosses during the three-point hydro era. After losing a week's work and about 10 pounds per race year after year to the unlimited sport, his receipt of the Cliff Harrison Inspirational Trophy evens up this score somewhat.

Ring in the New

A wind-up of A.P.B.A. activity found Arnold Green elected chairman of Region 10 with Roy Williams, vice chairman; Bev Downing, secretary; Mike Jones, stock outboard vice chairman; Ken Ferguson, outboard vice chairman; Lynn Montgomery, inboard vice chairman and Fred Clute, drag vice chairman.

The region's High Point champions, some in doubt last month, are established. In the outboard the JU was won by Mike Downing; AU, Dave Swanson; BU, Gilbert

WHATEVER THEY CLAIM . . . NO 6-SLEEPER CRUISER EQUALS THIS!
REVEL CRAFT
30' "MARDI GRAS"
Here is the standard for quality, performance and livability. Big—Bold—Beautiful, Revel's "Mardi Gras" has everything knowledgeable skippers demand . . . the ultimate in quality construction details . . . Classic design, elegant in its simplicity . . . Luxurious interiors and appointments . . . real comfort and convenience for skipper and crew . . . and quality features found in ocean-going yachts. Features like spacious 6-sleeper with two completely private staterooms and toilet privacy for each (full size powder room and vanity) . . . main cabin area boasts man size lounge—converts to sleep 2 . . . apartment-size dinette seats 4 adults, sleeps 2 easily . . . decorator-styled interior . . . complete "wife-saver" galley, double door ice box . . . more than ample wardrobe and storage space . . . huge cockpit and room for everything—including year 'round fun. Performance? The "Mardi Gras" is rugged as a rhino and spirited as a mad hare . . . can even handle a ski tow on a single engine.
not to a price tag
$6995.
Available in smooth or lapstrake Models
REVELcraft
Box 20, Arnold, Maryland
DEALER INQUIRIES INVITED

SEE US IN BOOTH #B-60 AT THE NEW YORK SHOW

Scott; CU and DU, Dale Powell; A stock hydro, Dean Hobart; B stock hydro, Dan Mackie; C stock hydro, Tom Tate; D stock hydro, Roy Williams; A outboard hydro, Charles Walters; B outboard hydro, Stewart Lowe; C outboard hydro, C service runabout and C service hydro, Harold Tolford; D and F outboard hydro, Howard Anderson; A racing runabout, Gerry Walin; B racing runabout, Stewart Lowe; C racing runabout, Rocky Stone; D racing runabout, Robert Waite.

The inboard classes found the buzzing 48's won by Lynn Montgomery; 145, Harold Gitt; 150, Jack Hess; 225, Raymond Carez; 266, Earl Wham; 280, Don Lange; 7 liter, Ed Johnson; Crackerbox, Archie Parker; SK, Arne Olafson.

Looking Forward, Forward

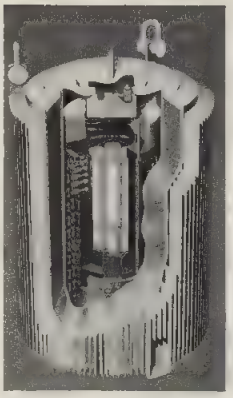
Ron Rawson, 36-year-old president of his own boatbuilding firm, moved his plant from Kirkland, Wash. waterfront to Redmond Industrial Center, an inland area. Producer of pleasure sailboats, cruisers and commercial fishing craft, Rawson, Inc., produced the first fiberglass gillnetters in the country and promptly was back-ordered with calls from California and Alaska.

Former Seattle craft, 70-foot Gracie S foundered on a reef off Rangiroa Island, 200 miles north of Tahiti, and could not be salvaged.

Ft. Worden, Port Townsend and Ft. Ebey, Oak Harbor, are being sought as state parks. Worden has 8000 feet of waterfront described as "best beach area in the whole state." Purchase of both would be financed by revenue from 215 and Ref. 11.

So 1965 was on the move even before it arrived. Ah well, better busy than bored, and better boating activity than any other. Other? What other?

ATOMIC-POWERED BALTIMORE LIGHTHOUSE



THE SNAP-7B GENERATOR

The world's first atomic-powered lighthouse began operation recently in Chesapeake Bay with the installation of an isotopic-powered generator developed by the Atomic Energy Commission and built by the nuclear division of the Martin Company at Baltimore. Baltimore Lighthouse in the Chesapeake, built in 1908 and powered until the nuclear age by conventional means, is now powered by one of Martin's SNAP-7B 60 watt generators which converts heat from radioactive strontium titanate through the medium of 120 pairs of lead telluride thermocouples into electricity. The strontium fuel is a waste product of nuclear reactors and a safe form of strontium-90. The generator had been undergoing tests at the Coast Guard's Curtis Bay, Md., testing facility since November and its Baltimore Lighthouse installation will continue the study.

YOU CAN'T FIND A BETTER 33' CRUISER!
REVEL CRAFT
33'
Escapade
Revel delivers a 33' cruiser with a 30' price tag! Give yourself that big boat' luxury, convenience and prestige you deserve! Revel's 33' "Escapade" is the boat you've always wanted ... is the boat you can afford! More beat, more space, more quality, more convenience, more luxury ... at less cost than any other boat of its size! Compare ... two private staterooms sleep six adults. Toilet room is tastefully appointed—even ceramic tile floor. Huge home-like galley designed for the mate's convenience. Plenty of living room and fun room—15 storage areas—plus 6 spacious drawers, 3 large wardrobes. Room for everything but improvement. Huge cockpit ... bright, airy cabin with ventilating windows. All this plus Revel's exclusive "girderized" construction, double-bottom hull, collector mufflers and whisper-quiet V/8 power. You'll outperform everything but another Revel!
Write for colorful literature and name of the Revel Craft dealer nearest you
Built to a standard, not to a price tag
$11,995
If you're paying more ... you're paying too much!
Also available in carvel planked model.
REVEL craft
Box 20, Arnold, Md.
(adjacent to Annapolis)
DEALER INQUIRIES INVITED

SEE US IN BOOTH #B-60 AT THE NEW YORK SHOW

Miami - Key West: A Violent Voyage

► *By Jim Martenhoff*

OCEAN powerboat racing, never an easy game, may have set records for violence in November's Miami to Key West run.

Crewmen on two entries were injured in the rough coastal dash along the lower Florida coast. One, riding with leading Jack Manson on his appropriately named Kamikaze, was hoisted by basket to a Coast Guard helicopter off Marathon, in the central Keys, during a dramatic halt on rolling seas.

Manson, smashing through seas running occasionally to six feet, overtook the two boats that had passed him and went on to win the 130-plus nautical mile event for the second consecutive year. His 36-foot Allied Marine entry, powered by twin, 600-hp turbocharged GM 671 diesels, made the run in 3 hours 19 minutes 26 seconds.

His injured rider, Jack Seville, was flown to Fisherman's Hospital in Marathon with three cracked ribs.

The race began November 6 with a nor'easter whipping against the Gulf Stream, rolling up two- to four-foot seas for the 7:30 AM start in Miami's Biscayne Bay.

Rum Runner, the 31-foot, Ford-powered Bertram that won last spring's Miami-Nassau Race, took an early lead. George Strahle, a Miami yacht captain, was at the wheel of the boat—owned by New York sportsman Ogden M. Phipps III. Harold Abbott, her previous skipper, had been beached by his doctor, and is out of ocean racing for good. His feet have been permanently damaged by the pounding of heaving decks in rough water at high speed. Strahle, plagued by a slipping water-pump belt, fell back in the fleet and finished fifth

Manson and England's John Bingham, the Earl of Lucan, began playing cat-and-mouse for the lead in still roughening seas. Bingham, driving a 23-foot Formula with tandem 400-hp Daytonas geared to a single propeller shaft, had a speed capability above 70 mph but couldn't use all of it.

"We played tag all the way down to near Alligator Light," Manson said. Then Bingham, whose great great grandfather is noted in history books for his ordering of the Charge of the Light Brigade in the Crimean War, was knocked out of contention when a flywheel sheered loose on one engine

Manson took over the lead at this point—off Islamorada in the Upper Florida Keys but lost it when he stopped the boat to allow the Coast Guard to hoist the injured man to the rescue helicopter.

Meanwhile, marine engineer Jimmy Wynne, took over the lead in an Interceptor-powered Donzi Marine 28-footer, a new deep-vee hull design. Walt Walters moved into second place in another Donzi 28, with a single 600-hp GM 671 for power.

Seas were higher now, and Manson caught the two leaders before they reached American Light, below Marathon, as a dramatic series of misadventures befell the battling front runners.

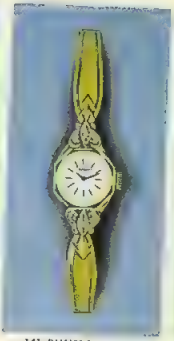
First, Wynne lost an engine and wallowed, dead in the water, for 15 minutes until mechanic Butch Elliott got life out of the ailing mill. *(Continued on page 230)*

RODANIA

SWISS MADE

Authorized Wholesale Distributors

140 DIAMOND GRACE



141 DIAMOND HARMONY

142 REGENT

143 DIAMOND GLANCE

144 DIAMOND GLAMOR

140 DIAMOND GRACE 5½" Incabloc, 17 Jewels. Luxuriously set with two radiant diamonds. Swiss precision movement.
RETAIL **$48.50**
DIAMOND GRACE — Same in yellow

141 DIAMOND HARMONY 6 8" Incabloc, 17 Jewels. Exquisite ladies watch. Swiss precision movement. Enhanced with two radiant diamonds.
RETAIL **$45.00**

142 REGENT 11½" Incabloc, 17 Jewels. Modern men's watch. Accurate Swiss movement. Square case. Waterproof.
RETAIL **$42.50**

143 DIAMOND GLANCE 6-8" Incabloc, 17 Jewels. Ladies watch luxuriously set with two sparkling diamonds. Swiss precision movement.
RETAIL **$42.50**

144 DIAMOND GLAMOR 5½" Incabloc 17 Jewels. Elegant 2 diamond ladies watch. Swiss precision movements.
RETAIL **$49.50**
DIAMOND GLAMOR — Same in white

145 STATION-MASTER 11½" Incabloc, 17 Jewels. Accurate Swiss watch. Antimagnetic. Shockprotected. RAILROAD dial with 12 black arabic figures. Minute track. Waterresistant. 3600 RETAIL
RETAIL **$37.50**
STATION-MASTER — Same in white

146 HERO 11½" Incabloc, 17 Jewels. Self-winding. Swiss precision movement. Waterresistant.
HERO Same in white
RETAIL **$52.50**

147 AQUANIA 11½" Incabloc, 17 Jewels. Selfwinding. Calendar showing day of month. Waterresistant. Stainless steel case. Strap.
AQUANIA — Same in yellow.
RETAIL **$52.50**

148 OCEANIA 11½" Incabloc, 17 Jewels. Precision Swiss selfwinding movement. Calendar. Easy-to-read 12 numerals. Waterresistant.
OCEANIA — Same in yellow.
RETAIL **$59.50**

149 DIAMOND GLOW 5½" Incabloc, 17 Jewels. Fine ladies watch. Reliable precision movement. Elegant white case with two radiant diamonds.
RETAIL **$52.50**

Beautifully gift-boxed—ready on any gift occasion.

145 STATION MASTER

146 HERO

147 AQUANIA

148 OCEANIA

149 DIAMOND GLOW

150 CONNIE

151 BETTY

152 MICHELINE

153 PEGGY

154 DOMINIQUE

155 CORTINA

156 RECORD

157 EMILY

158 JUPITER

RODANIA

SWISS MADE

150 **CONNIE** 6-8" Incabloc, 17 Jewels. Popular ladies watch. Swiss movement. Unbreakable mainspring. Yellow case. Black cord.
RETAIL $31.50

CONNIE — Same in white.

151 **BETTY** 6-8" Incabloc, 17 Jewels. Attractive ladies watch. Yellow case. Expansion bracelet.
RETAIL $33.00

BETTY — Same in white.

152 **MICHELINE** 6-8" Incabloc, 17 Jewels. Popular ladies watch. Unbreakable mainspring. Easy to-read 12 numerals. Expansion bracelet.
RETAIL $35.00

MICHELINE — Same in white.

153 **PEGGY** 6-8" Incabloc, 17 Jewels. Popular, petite ladies watch. Precision movement. Unbreakable mainspring.
RETAIL $35.00

PEGGY — Same in white.

154 **DOMINIQUE** 8¾" Incabloc, 17 Jewels. Popular nurse's watch. Swiss precision movement. Antimagnetic. Sweep second hand and minute markers. Waterresistant. Expansion bracelet.
RETAIL $39.50

DOMINIQUE — Same in white.

155 **CORTINA** 11½" Incabloc, 17 Jewels. Dependable men's watch. Sweep second hand. Unbreakable mainspring. Antimagnetic. Waterresistant stainless steel case. Expansion bracelet.
RETAIL $37.50

CORTINA — Same in yellow.

156 **RECORD** 11½" Incabloc, 17 Jewels. Reliable men's watch. Sweep second hand. Waterresistant yellow case. Steelback. Leather strap.
RETAIL $29.50

RECORD - Same in white.

157 **EMILY** 8¾" Incabloc, 17 Jewels. Dependable nurse's watch. Swiss precision movement. With sweep second hand and easy-to-read full figure dial. Stainless steel. Waterresistant. Leather strap.
RETAIL $35.00

EMILY — Same in yellow.

158 **JUPITER** 11½" Incabloc, 17 Jewels. Popular Swiss watch. Precision movement. Unbreakable mainspring. White luminous dial. Waterresistant stainless steel case. Sturdy leather strap.
RETAIL $31.50

JUPITER — Same in yellow.

Beautifully gift boxed — ready on any gift occasion.

159 S.REEN

160 FLORIDA

161 MIRACLE

162 MARIANNE

163 ELDORADO

RODANIA

SWISS MADE

UNCONDITIONAL 1-YEAR GUARANTEE

We hereby certify that this RODANIA watch has been produced and inspected by the most modern production methods. We totally and unconditionally guarantee its fine jewelled movement for one full year.

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ALL PRICES KEYSTONE

159 SIREEN 5½" Incabloc, 17 Jewels. Elegant adjustable meshbracelet.
SIREEN — Same in yellow
RETAIL $45.00

160 FLORIDA 5½" Incabloc, 17 Jewels. Yellow case with tailored flexible bracelet.
FLORIDA — Same in white.
RETAIL $48.50

161 MIRACLE 6¾" Incabloc, 17 Jewels. Ladies selfwinding watch. Waterresistant yellow case. Matching expansion bracelet.
MIRACLE — Same in white.
RETAIL $71.50

162 MARIANNE 5½" Incabloc, 17 Jewels. Smart yellow case with matching band.
MARIANNE — Same in white.
RETAIL $48.50

163 ELDORADO 11½" Incabloc, 17 Jewels. Swiss selfwinding movement with date-at-glance calendar. Modern gold color dial. Waterresistant.
ELDORADO — Same in white.
RETAIL $58.50

164 FRANKLIN 11½" Incabloc, 17 Jewels. Highly accurate selfwinding watch. Swiss precision movement with unbreakable mainspring. Waterresistant. Expansion bracelet.
FRANKLIN Same in white.
RETAIL $52.50

165 BARRACUDA 11½" Incabloc, 17 Jewels. Swiss selfwinding movement. 2-tone dial. Waterresistant.
BARRACUDA — Same in white.
RETAIL $52.50

166 DOMINO 11½" Incabloc, 17 Jewels. Precision built Swiss selfwinding movement. With calendar showing day of month. Waterresistant.
DOMINO — Same in white.
RETAIL $59.50

167 SANTA FE 11½" Incabloc, 17 Jewels. Precision Swiss selfwinding movement. Calendar showing day of month. Waterresistant. Stainless steel.
SANTA FE — Same in yellow.
RETAIL $59.50

168 DEVILLE 11½" Incabloc, 17 Jewels. Automatic men's watch showing day of month. Waterresistant. Leather strap.
DEVILLE — Same in white.
RETAIL $52.50

164 FRANKLIN

165 BARRACUDA

166 DOMINO

167 SANTA FE

168 DEVILLE

RODANIA

SWISS MADE

Unconditionally guaranteed for one year

169 LORY

170 DIANA

171 CLEOPATRA

169 LORY 5½'' Incabloc, 17 Jewels. Ladies dress watch. Swiss precision movement. Facetted crystal.
RETAIL $42.50

LORY – Same in yellow

170 DIANA 5½'' Incabloc, 17 Jewels. Handsome ladies watch. Pearled dial.
RETAIL $42.50

DIANA Same in white

171 CLEOPATRA 5½'' Incabloc, 17 Jewels. Decorative case
RETAIL $45.00

CLEOPATRA Same in yellow

172 CRESTA 5½'' Incabloc, 17 Jewels. Ladies sports watch. Leather strap.
RETAIL $45.00

CRESTA - Same in yellow

173 FANNY 6-8'' Incabloc, 17 Jewels. Elegant ladies watch. Precision movement.
RETAIL $37.50

FANNY — Same in yellow

174 AUDREY 5½'' Incabloc, 17 Jewels. Stylish ladies watch.
RETAIL $42.50

AUDREY Same in white

175 DARTMOUTH 11½'' Incabloc, 17 Jewels. Dependable Swiss watch. Waterresistant yellow case
RETAIL $31.50

DARTMOUTH - Same in white.

176 MONIQUE 5½'' Incabloc, 17 Jewels. Continental design in florentine finished case.
RETAIL $45.00

MONIQUE – Same in white

177 NORSEMAN 11½'' Incabloc, 17 Jewels. Robust men's watch. Precision movement. Black luminous dial with easily legible hour markers. Waterresistant stainless steel case.
RETAIL $37.50

NORSEMAN - Same in yellow

178 CHAMPION 11½'' Incabloc, 17 Jewels. Popular Swiss precision watch. Sweep second hand. Modern gold color dial. Waterresistant.
RETAIL $37.50

CHAMPION Same in white

179 RIO 11½'' Incabloc, 17 Jewels. Sturdy precision Swiss watch. Easy-to-read full figure dial. Waterresistant stainless steel case.
RETAIL $37.50

RIO — Same in yellow.

172 CRESTA

173 FANNY

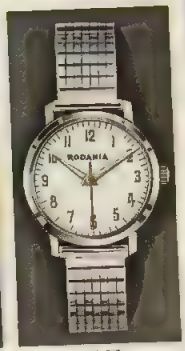
174 AUDREY

175 DARTMOUTH

176 MONIQUE

177 NORSEMAN

178 CHAMPION



179 RIO

BIG, BIG TRACK and Sears alone has it

Strombecker "Formula 4"

COMPETITION SLOT RACING

with all the electrifying action of a commercial raceway track

Get a really big layout of nearly 27 feet of 4-lane track, not just 2. Get 4 hot speedsters, not just 2. Get loads of room for cars to really go . . then slot racing can easily become all family fun. When Dad and Mom see the cars flash down the track, powerslide and fishtail around the curves, roar out and hurtle into the stretch, they'll want "in" on these action packed thrills.

Made exclusively for Sears by Strombecker famous for quality. The set includes 20 sections of straight track, 12 of curved, 24 of 30° add on curved, a total of 56 sections of official black-top plastic track. Also 24 sections of fence, the 4 ready-to-run cars (4⅝ to 5¾ in.) shown below, 4 plunger rheostats with brakes. New design 14-volt power pack, track clips, locking lugs, wires, overpass supports, warranty, guide book. U.L. listed. 110-120 volt, 60-cycle AC.

79 N 9517C—Shipping weight 16 pounds . . . $89.95

Make it a 2 lane layout with 54 feet of track

$89.95 cash

$8.50 monthly

No Money Down on anything Sears sells

Lotus MK-XIX

Cars designed to outperform, outrace, outlast all others. 1/32-scale, 22,000 rpm 12-volt high torque motor, epoxyed armature, brass chassis, plastic bodies, rubber tires.

SEARS

15 authentically detailed

CAR KITS

. . all 1/32 scale

$2.94 each

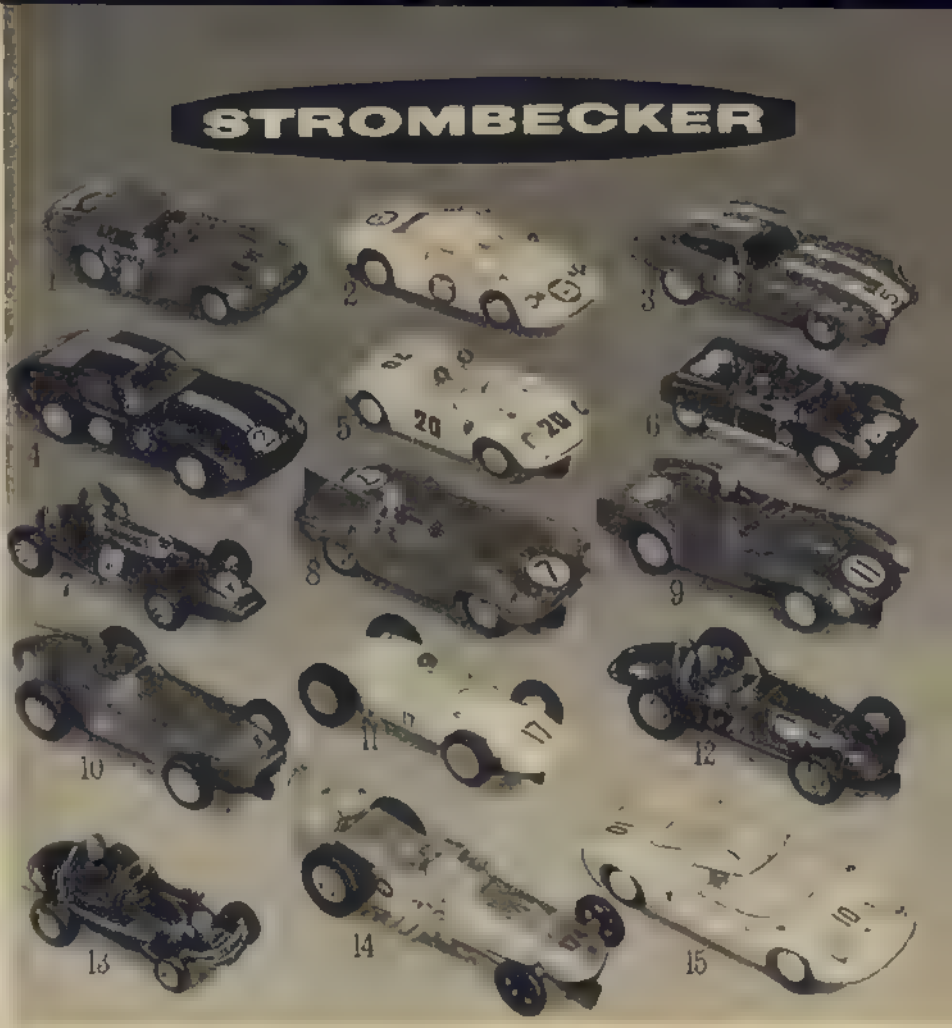
Famous kits designed to produce cars that can really perform. 12-volt high torque motor. Polystyrene body, rubber tires, decals . . and driver. Cars 4 to 5¾ in. long. Unassembled
Shipping weight each kit 10 oz.....Kit $2.94

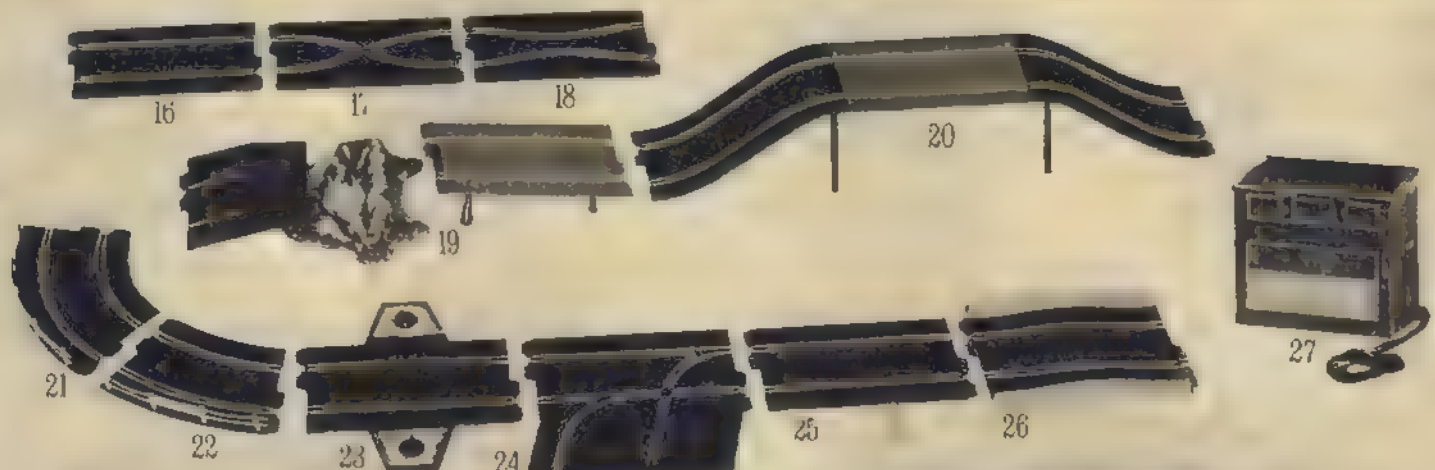
(1) 49 N 7612–Cobra GT. The new breed in racing
(2) 49 N 7618–Porsche 904 GT. 2 litre newcomer
(3) 49 N 7602–Jaguar XKE. World renowned
(4) 49 N 7603–Ferrari GTO Berlinetta. Sensation!
(5) 49 N 7606–Porsche RS 61. "Silver Stormer"
(6) 49 N 7607–Lotus MK X1X. Fierce competitor
(7) 49 N 7605–BRM Formula 1. A 1.5 l. champion
(8) 49 N 7619–D-Jaguar. Aerodynamic speedster
(9) 49 N 7625–Ferrari Testa Rosa. 3 litre V-12
(10) 49 N 7639–Maserati Formula 1. Famous
(11) 49 N 7601–Cooper Formula 1. Indianapolis
(12) 49 N 7621–Indy 6/1 Racer. (With 6 decals)
(13) 49 N 7604–Midget 6/1 Racer (With 6 decals)
(14) 49 N 7620–Dragster. Famed "Silver Ghost"
(15) 49 N 7634–Ford GT Competition Car. New

Car Repair Kit (not shown). Kit includes 4 tires, 4 pick-up wires and 1 guide pin
49 N 7627—Shipping weight 4 ounces.....98c

Strombecker Motor

Quality 12-volt high torque motor with latest in printed circuit. Easily installed in minutes
49 N 7647—Wt. 4 oz.....$2.87





Interchangeable STROMBECKER Track

16 **Straight Track.** Package of 4, each section 12 in. long
49 N 7608–Wt. 10 oz. Pkg. $2.37

17 **Lane Changer.** Package of 2.
49 N 7617–Wt. 11 oz. $2.97

18 **Chicane-Obstacle.** 1 piece track.
49 N 7644—Wt. 5 oz. $2.37

19 **Jump Track.** 1 ramp, pedestal supports. No straight track.
49 N 7611–Wt. 1 lb. 4 oz. $2.97

20 **Hill Climb.** 1 up, 1 down track, supports. No center track.
49 N 7643—Wt. 1 lb.... $2.97

21 **Curved Track.** Pkg. of 2. For 2 lane, 4 lane inside curves
49 N 7609—Wt. 12 oz.... $2.87

22 **30° Curved Track.** Pkg. of 2. For 2-lane, 4-lane outside curves.
49 N 7640–Wt. 12 oz. Pkg. $2.87

23 **Mechanical Lap Counter.**
49 N 7641—Wt. 1 lb. $2.97

24 **LeMans Start Track.** 1 piece.
49 N 7610—Wt. 12 oz. $2.37

25 **Terminal Track.** 1 piece.
49 N 7642—Wt. 8 oz.... $2.87

26 **Hump Track with Bridge.** 1 pc.
49 N 7645—Wt. 8 oz.... $2.37

27 **Electric Lap Counter.** Shipping weight 1 lb. 8 oz.
49 N 7646..... $7.99

28 **Power Pack.** 12-14 volts U.L. listed. On-off switch with circuit breaker to prevent overheating. 110-120-volt, 60 cycle AC
49 N 7616—Wt. 1 lb. 8 oz. $6.97

29 **Rheostat with Brake.** Pistol grip, variable speed hand throttle, thumb brake control. Speedometer shows miles per hour. Plastic. Leather grain finish. 4 in. long
49 N 7614—Wt. 4 oz.....$1.97

SAVE THIS CATALOG
You can order toys from pages 441 to 673 from now until September 1968

Strombecker Accessories

THRILL DRIVERS

Action race set by Eldon

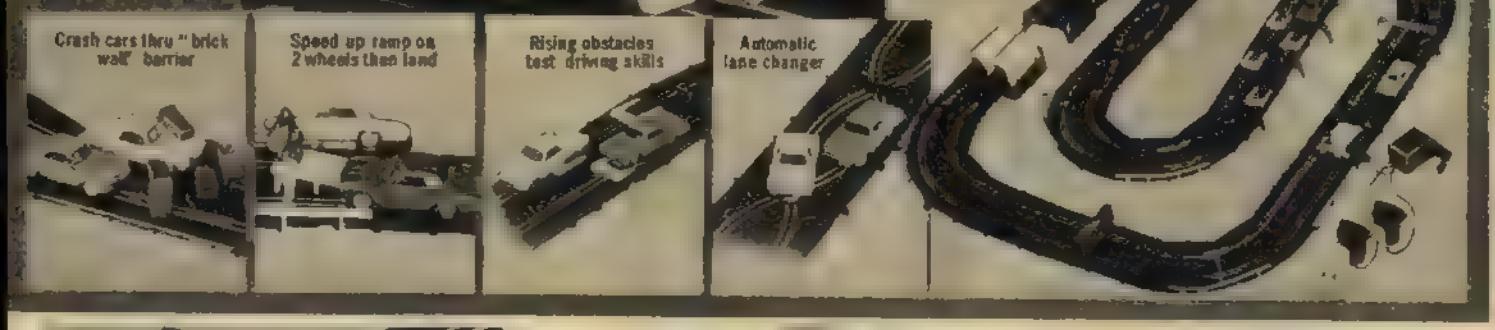
See the spectacular Cannon Jump and Sky-Hi leap—just two of the many stunts you see in actual auto thrill shows—now yours in fascinating miniature scale

$19.99

Send two stock cars around a 40x72-inch long track and see them perform thrilling, crowd-pleasing jumps and stunts. From the breath-taking cannon jump, the zig-zag zone, the spinning-clown on the sky-hi ramp to the brick crash barrier there are thrills galore

1/32nd scale plastic cars, completely assembled, feature a high speed motor gear drive. Clear-plastic windshield and windows, racing rubber tires and official markings, too. Control all the action with pistol-grip rheostat hand controls. 6-volt power pack provides the punch. Two extra car bodies included for a change of pace.

49 N 9520C—Shipping weight 14 lbs.....Set $19.99


Crash cars thru "brick wall" barrier
Speed up ramp on 2 wheels then land
Rising obstacles test driving skills
Automatic lane changer
Extra car bodies included

Never before such excitement! Race 'em, crash 'em and watch cars fly apart . . snap parts together and race them again

ELDON Crash Car Set $10.99

Two modified, ready-to-roll, 1937 Chevy talopies made of high-impact plastic let you smash these cars together with gay abandon. They crash at the daredevil crosstrack on a 24x48-inch long figure "8" track. 1/32nd scale gear-driven cars feature high-speed motors and rubber racing tires. There are hand-painted drivers sitting behind the wheel, but you control all the action with pistol grip rheostat controls.

Speedometer gives you an idea of the speed they're going. Track layout made secure with plastic guard rails on the curves. Start and finish banner with flags let you sponsor nip-roaring races. 6-volt power pack included.

49 N 9518—Shipping weight 6 pounds . . . Set $10.99

Marx Figure 8-Race $9.99

Action-striped plastic Mustangs race each other on this most exciting over-and-under figure 8 track. 1/32nd scale cars powered by high-speed motors that are gear-driven. Cars roll on racing rubber tires. Hand grip controls let you set the pace.

6-volt power pack converts simple electricity into exciting racing thrills. Trestle set-up. Fence section helps keep rampaging Mustangs on the right track.

49 N 9501—Shipping weight 4 lbs. 12 oz .....Set $9.99

NOTE: All items on page U.L. listed, 110-120 volt, 60 cycle AC.

No Money Down on anything Sears sells

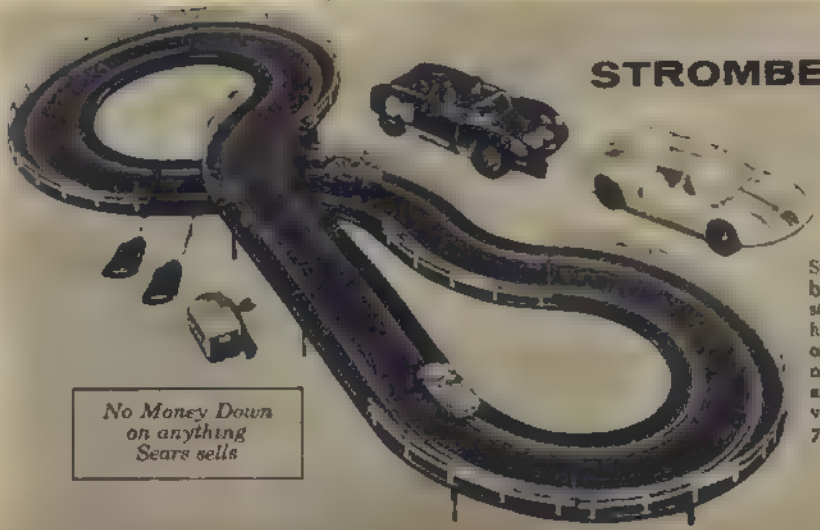
STROMBECKER Continental Challenger

Sleek Jaguar XK-E and Ferrari race over more than 28 feet of fast track

$29.95

Exact 1/32 scale models of the famous British car Jaguar XK-E and an equally impressive Italian car the Ferrari Berlinetta. Competition-proven Strombecker motors simulate the spectacular performance both cars deliver on actual speedways. You feel as if you're really driving as you guide your car around fast turns and through long straightaways at blinding speeds. The cars react as their full-size counterparts would — with all of the tire-reading and power drifts on the curves. Plastic and metal tracks. 5½ inch cars. Complete with overpass supports, guard rails, 2 hand controls, 14-volt power pack, and guide book.

49 N 9505C Shipping weight 10 pounds. $29.95



STROMBECKER European Road Race

An amazing low price for a set with such finely-detailed cars, over 13 feet of track

$19.95

Swift little road racers, a Lotus MK XIX and Porsche RS-61, accurately detailed in exact 1/32 scale. Cars are about 5¼ inches long. The strong, competition-proven 12-volt motor powers both racers. These high-torque motors give real-life action to racers and test reactions of "drivers" as they swish around this tricky course. Rheostat hand controllers let you adjust speeds of cars and also apply brakes. Plastic and metal cars, roadway with guard rails, overpass supports. 14-volt power pack, guide book.

79 N 9512C—Shipping weight 7 pounds. $19.95

No Money Down on anything Sears sells

SEARS 449

Structo Super Highway Models

- **For real-life action . . scale models with actual working parts that really do the job.**
- **For safety and durability . . rolled edges, shielded moving parts, heavy-gauge steel construction, weather-resistant baked-on 2-coat enamel finish.**
- **For realism, up-to-date styling . . most trucks have white sidewall tires, chromed bumpers, nickel-plated hub caps, plastic windshields.**

Power Shovel $2.89

Hydraulic Trailer Dump Truck $4.29

Camper with Boat and Trailer

$2.59

Rampside Pick-Up Truck $1.44

Shop at Home . . Order by Phone From Wards See Page 362 for Phone Numbers

F 5-Piece Road Construction Set—Specially priced for savings. Everything a sandbox roadbuilder needs. Hi-Lift Bulldozer moves sand to clear the way. Lever raises bucket, locks at 3 heights. Bucket dumps automatically. Sturdy one-piece treads. About 11¼ in. long. Deluxe Dump Truck to haul sand . . . lever raises body for dumping; can be locked in dump position. Chrome-plated bumper, seat, steering wheel. Abt. 11¾ in. long. Sand Hopper loads truck. Just back truck under sand filled hopper, lever triggers automatic loading. Tubular aluminum legs. About 11⅞ in. high. Ready-Mix Concrete Truck for paving. Plastic drum rotates as truck moves. Fills through hopper on top, tilts to empty down adjustable chute. Cab has seat, windshield, side and rear windows, chrome-plated bumper. About 14 in. long; with chute abt. 17½ in. Lithographed steel Road Barrier included. *Mailable.*

48 T 1376 M—Complete Outfit. Ship. wt. 12 lbs. $8.49

48 T 1397—Dump Truck only. Ship wt. 3 lbs. 6 oz. 1.99

G Ready-Mix Concrete Truck really mixes. Loads through hopper on top. Plastic drum rotates as truck moves. "Concrete" pours down adjustable chute. Cab has seat, steering wheel, windshield, side windows partly open. Wt 3 lbs. 10 oz.

48 T 1394—Abt. 14 in. long; 17½ in. with chute. $3.39

H Vista Dome Horse Van with 2 Chestnut horses and 2 Palominos. Sturdy steel with plastic Vista-Dome front window and "skylight." Hinged tailgate and 2 side ramps for easy loading, separate stalls for horses. Ship. wt. 5 lbs.

48 T 1390—Abt. 21¾ in. long; 25 in. with ramp down. $4.29

J New Kom-pacs—3-Piece Set. Junior size trucks 8¾ to 9¼ in. long with sturdy construction and precision detailing of bigger models. All have "headlights," windshields, side and rear windows, steering wheels, rubber tires. Vista Dome Kennel Truck with 6 assorted plastic dogs. Heavy-gauge steel cab, tailgate; plastic seat, body and clear lift-off top. Automatic Dump Truck. Lever raises body, dumps automatically. All heavy steel. Wrecker Truck boom really works, hoists cars for towing. Heavy steel cab, plastic seat, body.

48 T 1392—Complete Set. Ship. wt. 3 lbs. 12 oz. $3.79

48 T 1386—Kennel Truck only. Ship. wt. 1 lb. 4 oz. 1.39

K Auto Transport with 3 die-cast metal cars. Ramp extends at rear for loading and unloading. Modern styled cab has seat, steering wheel, windshield, white sidewall tires, chrome plated bumper. About 22 in. long; 29½ in. with ramp

48 T 1378—Ship. wt. 5 lbs. 8 oz. $3.89

L Hydraulic Dumper. Press lever . . hydraulic cylinder raises large capacity truck body and dumps load automatically. Cab has chrome-plated wrap-around bumper, seat, steering wheel, windshield, rear window, side windows partly opened.

48 T 1244—About 13¾ in. long. Ship. wt. 3 lbs. 14 oz. .. $2.88

A Power Shovel lifts big loads of sand. 2 hand-wheels control raising and lowering of boom and bucket. Bucket dumps automatically when it reaches high point of travel. Cab revolves in full circle, moves on rugged caterpillar treads. Bright yellow steel body. Length with boom extended about 26 inches

48 T 1380—Ship. wt. 3 lbs. 4 oz. $2.89

B Hydraulic Trailer Dump Truck. Press lever . . hydraulic cylinder raises trailer body, dumps load automatically. Non-toxic liquid in cylinder won't stain. Cab-over engine design with chrome-plated bumper, white sidewall tires, cab seat, steering wheel. Open-type dump body, quarter-round cab and chassis. About 21 in. long.

48 T 1388—Ship. wt. 4 lbs. 12 oz. .$4.29

Save This Catalog!

TOYS AVAILABLE UNTIL OCT. 1, 1965

C Camper with Boat and Trailer. Steel pick-up truck body with removable molded plastic camper top, side door swings open. Modern cab with windshield, white sidewall tires, nickel plated hub caps. Also has Red plastic boat, trailer hitches to rear, has 3 seat pads, 1 white plastic oar and paddle. About 20 in. long overall.

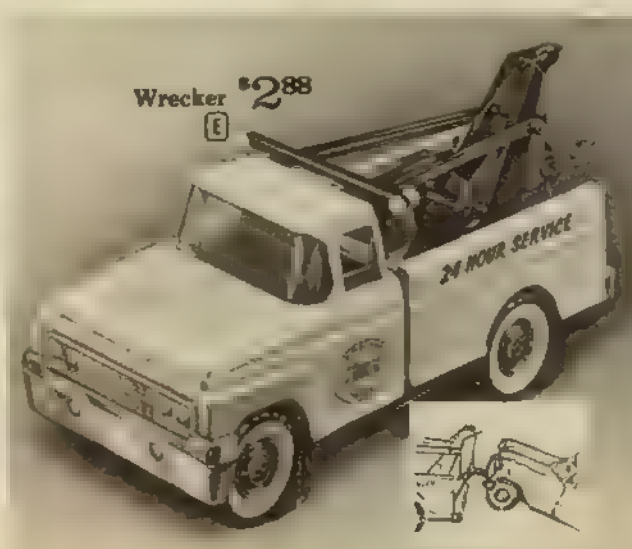
48 T 1237—Ship. wt. 3 lbs. 12 oz. $2.59

D Rampside Pick Up Truck has side ramp that drops down for quick and easy loading. Modern cab with windshield, chrome-plated bumper and headlights. Red steel body, beige plastic liner covering space. About 20½ in. long.

48 T 1238—Ship. wt. 3 lbs. 14 oz. $1.44

E Wrecker—good for "24 hour towing service." Turn winch crank to lift "wreck," steel cable hook grips bumper. Chrome-plated wrap-around bumper. Cab has seat, steering wheel, windshield, side door panels open, side windows. White finish. Abt. 18 in. long.

48 T 1239—Ship. wt. 3 lbs. 8 oz. $2.88



E

A Talk of the Town VALUE

Road Construction Set $8.49

G $3.39 Ready-Mix Concrete Truck

New Vista Dome Horse Van

H $4.29

J Kom-pak Trucks 3-pc. Set $3.79

K Auto Transport with 3 cars $3.89

L Hydraulic Dump Truck $2.88

Ⓐ New! Mobile Home $6.99

Ⓑ Kennel Truck with 12 Dogs $2.77

Ⓒ Station Wagon with Camper Trailer $4.97

Ⓓ $3.99 Livestock Truck and Trailer

Ⓔ Flat Tire Wrecker $3.69

Ⓕ $3.66 Ice Cream Truck

Ⓖ Big Michigan Shovel $6.89

Ⓗ Pile Driver with Posts $2.99

Magnetic Hoist

Ⓙ Set of 2 Jalopies $2.88

Ⓚ Magic Gas Pump Never runs out! Refills itself! $1.39

Realistic Cars and Trucks for Fun on the Road

(A) Nylint Deluxe Big Mobile Home will delight both boys and girls! Trailer has removable roof—for arranging 9 pieces of plastic furniture in partitioned rooms. Realistic detail includes door with knob, vent-effect side windows, trailer hitch and retractable support, tandem wheels with deep tread white wall tires. Durable welded steel, weather-resistant enamel finish. About 30 in. long
48 T 1300 M—Ship. wt. 10 lbs. *Mailable*. **$6.99**

(B) Nylint Kennel Truck with Twelve Dogs. Each of 12 different Blue Ribbon dogs has its own compartment identified by breed. Remove plastic kennel top—converts to Ford Econo Truck. Heavy-gauge steel with smooth edges . . features trailer hitch, plastic wrap-around windshield, back and side windows, non-marring white-wall tires, chrome hub caps. About 11¼ in. long
48 T 1296—Ship. wt. 2 lbs. 8 oz. **$2.77**

(C) Teepee Camping Trailer and Wagon by Buddy L. Trailer travels flat, has tufted fold-out plastic bed. Steel with sturdy plastic tent sides, realistic tires. Steel Station Wagon has Spring Suspension front wheels for real-car roadability. Plastic windshield, white sidewall tires, trailer hitch, drop end gate. Deluxe interior: seats, steering wheel, dashboard. Abt. 24½ in. with trailer
48 T 1545—Ship. wt. 4 lbs..... **$4.97**

(D) Structo Livestock Truck with Horse Trailer. Serves double duty—metal stake panels protect animals, remove for flat bed hauling. Has chrome-plated wrap-around bumper, steering wheel, partly open plastic side windows, rear window. Trailer ramp door swings down to open. Heavy-gauge steel construction. 2 plastic cows, 2 horses included. About 25 in. long with ramp down.
48 T 1243—Ship. wt. 5 lbs. 4 oz. **$3.99**

(E) Buddy L Flat-Tire Wrecker with Flasherlite. Fix flat tire with spare and 3 tools. Boom lifts, tows. Flasher blinks (needs 2 "C" cells, order below) Enameled steel. Plastic grille guard. Spring Suspension front wheels. About 15¼ in. long
48 T 1591—Ship. wt. 3 lbs. 8 oz. **$3.69**
"C" Cell Batteries for above. Ship. wt. 3 oz. each
48 T 2341 X—Each 16c ..... 4 for 59c

(F) Buddy L Ice Cream Truck. Ring-a-ding! Tinkling bell, 2 sliding doors, 3 big sliding serving windows, counters and "refrigerator" attract the kids to this realistic enameled steel scale model of their favorite truck. Spring Suspension front wheels, whitewall tires. About 11½ in. long
48 T 1542—Ship. wt. 2 lbs. 12 oz. [illegible]

(G) Nylint Michigan Shovel. Mobile Crane cab pivots 360°. Giant bucket interchangeable with powerful new magnetic hoist. Both pick up a full load automatically release loads when cranked to top of 22-in. boom. Winch pushes in to stop load in position. Twin jacks swing down—give extra stability. Steel, enamel finish. 17-in. truck
48 T 1257—Ship. wt. 8 lbs. 8 oz. **$6.89**

(H) Hubley Pile Driver—new and realistic for young engineers. Pull string—when weight reaches top it is automatically released to fall with full force on post. 6 wooden posts included. Boom [illegible] cab for traveling. Heavy-duty die-cast metal, deep-tread tires. About 13 in. long
48 T 1284—Ship. wt. 3 lbs. 8 oz. **$2.99**

(J) Two Jalopies in authentic hot rod styling. Oversized rear wheels give extra push. Simulates fabric textured custom top. Free rolling axles with non-marking deep tread white-wall tires, matching removable "spare." Nylint's heavy-gauge steel construction, smooth rolled edges, baked enamel finish. One red, one blue. Abt. 9½ in. long.
48 T 1299—Ship. wt. 2 lbs. 12 oz. .....Set **$2.88**

(K) Magic Gas Pump. Drive right in and fill 'er up! "Gas" seems to flow right into gas tank as fluid in pump disappears. Just turn handle on side to start flow . . then pump refills itself *just like magic!* Rugged plastic; no-spill construction. Suction cup nozzle attaches to cars. Abt. 6½ in. high.
48 T 1305—Ship. wt. 12 oz..... **$1.39**

Do Your Christmas Shopping Now—Pay later—just say "Charge it." See Page 359

Save this Catalog—Toys available 'til Oct. 1, 1965.

New! Johnny Seven FIRE BRIGADE $4.59

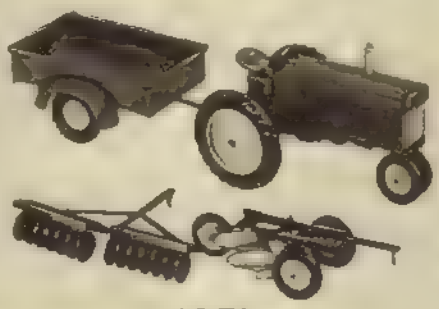
Ready for fire-fighting action! HOOK AND LADDER TRUCK (abt. 16½ in. long) has adjustable aerial extension ladder that swivels 360°, removable ladder. PUMPER TRUCK (abt. 12 in.) has pretend water cannon that rotates and elevates, removable ladder, [illegible]se." Simulated beacon on CHIEF'S CAR. 7 firemen, hydrant with "hose," "fire net." Red plastic
48 T 1217 M—Ship. wt. 3 lbs. 8 oz. *Mailable*. Set **$4.59**

Jeep Pumper $2.88

Tonka Jeep Pumper. Hose pulls out of tank, actually sprays water if jeep is connected to garden hose. Remove "tank" section—converts to sporty red jeep. Heavy steel construction. Detachable ladder, hinged windshield can lie flat, 2 "hand extinguishers," "emergency light." Abt. [illegible]
48 T 1344—Ship. wt. 2 lbs. 12 oz. **$2.88**

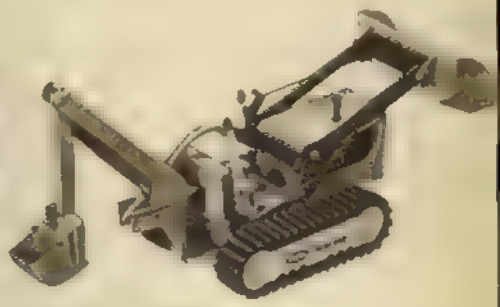
Country Squire Wagon $3.44

Buddy L Country Squire Wagon realistic in every detail. Spring Suspension front wheels give sturdy steel model real-car roadability. "Wood grained" side panelling, new pastel green enamel finish, roof luggage rack, trailer hitch, hinged end-gate. Seats, dashboard, steering wheel. About [illegible]ng
48 T 1546—Ship. wt. 2 lbs. 12 oz. **$3.44**



4-Pc. Farm Set $3.74

Real Action Scale Model Equipment . . sturdy steel construction with baked enamel finish. Red die-cast metal TRACTOR abt. 8½ in., fingertip steering, exhaust muffler, tractor tires. Red TRAILER abt. 9 in., hinged tailgate, Green TWO-BOTTOM PLOW abt. 7 in. wide, adj. tow bar. Adj. SINGLE ROW DISC
48 T 1589—Ship. wt. 3 lbs. ... .Set **$3.74**



Trencher $3.39

Tonka Trencher. Realistic 5-way action! Does the work of an entire construction crew—digs, levels, dumps, hauls and loads. Lever raises front bucket, dumps load. Handle operates back hoe which pivots to either side for unloading. Bright yellow heavy steel. Deep-groove rubber treads. Abt. 18 in. long
48 T 1488—Ship. wt. 3 lbs. 4 oz..... [illegible]

Construction Set 3 Pieces $1.99

[illegible]ble, durable plastic equipment. Highly detailed for big truck realism, deep tread tires, moving parts, orange bodies. POWER SHOVEL has swivel cab, hidden wheels, tooth edged bucket. Metal lever operates boom. DUMP TRUCK for hauling. CEMENT MIXER drum turns, dumps load. Pieces 12 to 14 in. long. Ship. wt. 3 lbs.
48 T 1579. ... . Set **$1.99**

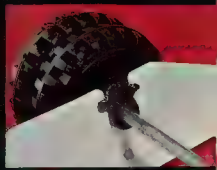
STRUCTO

AMERICA'S MOST ADVANCED LINE OF STEEL TOYS AND TRUCKS

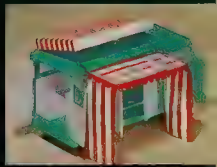
The entire 1965 KOMPAK LINE (except #140 Road Grader) features exciting, battery-less "z-z-zound" motor sound.

The "POW-R-R-R" Line features the most realistic motor sound ever reproduced in a toy. Does it all without batteries!

For More Than 57 Years... STRUCTO TOYS HAVE SET THE PACE



Exclusive with Structo . . . self-lubricating, noiseless, chassis-wear-protecting . . . polyethylene axle bearings.*



Exclusive with Structo..."Weekender" ...authentically designed truck has play accessories for extra value and appeal.

Exclusive with Structo . . . name panels on Van Trucks can be redesigned and styled to suit desire of purchaser.

*Patent Applied For

STRUCTO MANUFACTURING COMPANY • General Offices and Factory FREEPORT, ILLINOIS • National Sales Offices 200 Fifth Ave., New York 10, N.Y.

THE KOMPAK LINE

All units include the following unless otherwise shown or specified: ● "z-z-zound" motor sound* . . . no batteries needed ● Heavy gauge steel cabs and tops ● Modern plastic grilles with "headlights" ● Smartly styled seats and "steering wheels" ● Transparent plastic windshields, also full side and rear windows ● Heavy treaded genuine rubber tires ● Individual "see-thru" carton packaging.

*Patent Applied For

No. 100 PICKUP. L. 8¾"; Ct'n. 1 dz.; Wt. 12¾#

No. 105 FIRE RESCUE. L. 8¾"; Ct'n. 1 dz.; 13#

No. 110 WRECKER. Boom lifts "wrecks". L. 9¼"; Ct'n. 1 dz.; Wt. 13#

No. 115 VISTA DOME TROOP CARRIER. L. 8¾"; Ct'n. 1 dz.; Wt. 13#

No. 125 AUTOMATIC DUMP. All steel. L. 8¾"; Ct'n. 1 dz.; Wt. 16#

No. 130 VISTA DOME KENNEL. Lift-off top; 6 dogs removable. L. 8¾"; Ct'n. 1 dz., Wt. 14½#

No. 136 CEMENT MIXER. Drum fills, rotates, mixes. L. 9¾"; Ct'n. 1 dz.; 26#

No. 140 ROAD GRADER.+ Steel; steers; operative. L. 11¾"; Ct'n. 1 dz. 23#

No. 145 VAN TRUCK. Detachable steel trailer; doors, dual tandem and dolly wheels. L. 16½"; Ct'n. 1 dz., Wt. 42½#

No. 150 CATTLE TRUCK. Features as No. 145. L. 16½"; Ct'n. 1 dz.; 42½#

+ No "z-z-zound" on Road Grader

No. 160 CONTRACTOR SET. Consists of #125, #136 and #140 in display pack. Ct'n. ½ dz.; Wt. 33#

No. 170 KOMPAK ASSORTMENT. Combines #100, #105, #110. Ct'n. 1 dz. (4 pc's. ea.) Wt. 13#

THE POW-R-R-R LINE

All units include the following unless otherwise shown or specified: ● "POW-R-R-R" motor sound* . . . without batteries ● Heavy gauge steel cabs, chassis and bodies ● Chrome plated wrap-around bumpers ● Exclusive (chassis-wear-protecting) self-lubricating axle bearings* ● Smartly styled seats and "steering wheels" ● Transparent windshields.

*Patent Applied For

No. 308 FIRE RESCUE. Removable ladders. L. 13½"; Ct'n. ½ dz., Wt. 20½#

No. 302 WRECKER. Dome "light", winch. L. 13"; Ct'n. ½ dz.; Wt. 20½#

No. 425 HYDRAULIC DUMP. Dual tandem wheels. L. 13⅞"; Ct'n. ½ dz.; 28½#

No. 450 CEMENT MIXER. Drum rotates, mixes. L. 14", Ct'n. ½ dz.; 27½#

No. 604 HYDRAULIC SANITATION TRUCK. Loads, unloads L. 18¼", Ct'n. ½ dz. Wt. 33#

No. 800 AERIAL HOOK & LADDER. Fully operative. L. 30¾". Ct'n. ½ dz.; 48#

VAN TRUCKS FOR 1965

The last word in modern styling, engineering and quality construction. Built for hard, normal play.

No. 710 MAIL VAN. Sliding side doors, opening rear doors, 2 mail sacks. L. 12"; Ct'n. ½ dz.; 18#

No. 700 WEEKENDER. Tent, side and rear doors, appliances, seats, bed. L. 12"; Ct'n. ½ dz.; Wt. 21#

LIVE ACTION TRUCKS

All units include the following unless otherwise shown or specified: • Heavy gauge steel cabs, chassis and bodies • Chrome plated wrap-around bumpers • Smartly styled seats and "steering wheels" • Transparent wrap-around windshields • White sidewalls, nickel plated hubcaps • Trailer cabs and large trailer bodies have heavy duty steel "fifth wheels" for coupling • Dual tandem wheels on all large trailers.

No. 194 RAMPSIDE PICKUP. Side ramp drops. L. 10½"; Ct'n. ½ dz., Wt. 13#

No. 200 THE ARMY CUB. Has "shift lever"; side seats Tailgate and windshield raise, lower. L. 10¾" Ct'n. ½ dz.; Wt. 13#

No. 203 CAMPER. All steel chassis, plastic body has side door L. 10½"; Ct'n. ½ dz.; Wt. 13½#

No. 250 CUB PICKUP. Top and doors removable. Converts to sports car. L. 10¾"; Ct'n. ½ dz.; Wt. 14#

No. 204 FISHERMAN Truck same as #194 Boat and trailer detachable. L. 19⅝"; Ct'n. ½ dz.; Wt. 14½#

No. 325 STATION WAGON. Converts to sports car; has chromed "headlights". L. 10¾" Ct'n. ½ dz.; Wt. 18#

No. 300 DUMP TRUCK. Action is lever controlled. L. 11¾"; Ct'n. ½ dz., Wt. 20½#

No. 251 WRECKER TRUCK. Operates with winch crank L. 10¾"; Ct'n, ½ dz.; Wt. 15½#

No. 304 CAMPER w/BOAT & TRAILER. Truck as #203, Detachable boat and trailer, L. 13⅞"; Ct'n. ½ dz.; Wt. 15#

No. 404 STATION WAGON w/ BOAT & TRAILER. Truck as #325. Detachable boat, trailer. L. 20", Ct'n. ½ dz. Wt. 19#

No. 315 VISTA DOME TROOP CARRIER. Has lift-off top; 8 plastic soldiers. L. 13⅛"; Ct'n. ½ dz.; Wt. 25#

No. 401 HYDRAULIC DUMP TRUCK. Body raises and dumps hydraulically. L. 13⅞"; Ct'n. ½ dz.; Wt. 23½#

No. 310 LIVESTOCK TRUCK. Removable stakes; comes with corral and 4 animals. L. 14¾"; Ct'n. ½ dz.; Wt 23½#

No. 406 TIMBER TOTER. Die-cast trailer; dual tandem wheels; 5 wood logs with metal chains; L. 22⅞", Ct'n. ½ dz.; Wt. 31#

No. 410 U. S. ARMY MISSILE LAUNCHER. Launcher swivels, raises, lowers, fires 3 safe missiles by push button controls. L. 17¼"; Ct'n. ½ dz.; Wt. 32#

(Continued Next Page)

LIVE ACTION TRUCKS
(continued)

No. 413 CAR CARRIER. 2 cars are latest models; rear ramp. L. 21⅞"; Ct'n. ½ dz.; Wt. 33#

No. 252 RIDING ACADEMY. Steel trailer; truck is #250. Comes with 2 horses, 2 colts. L. 20½"; Ct'n. ½ dz.; Wt. 23#

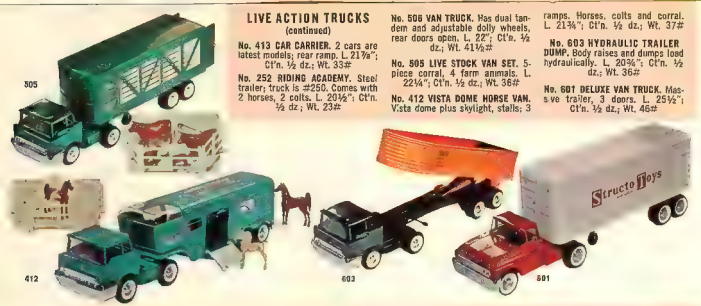
No. 506 VAN TRUCK. Has dual tandem and adjustable dolly wheels, rear doors open. L. 22"; Ct'n. ½ dz.; Wt. 41½#

No. 505 LIVE STOCK VAN SET. 5-piece corral, 4 farm animals. L. 22¼"; Ct'n. ½ dz.; Wt. 36#

No. 412 VISTA DOME HORSE VAN. Vista dome plus skylight; stalls; 3 ramps. Horses, colts and corral. L. 21¾"; Ct'n. ½ dz.; Wt. 37#

No. 603 HYDRAULIC TRAILER DUMP. Body raises and dumps load hydraulically. L. 20¾"; Ct'n. ½ dz.; Wt. 36#

No. 601 DELUXE VAN TRUCK. Massive trailer, 3 doors. L. 25½"; Ct'n. ½ dz.; Wt. 46#



ROAD BUILDING TOYS

Ruggedly built operational equipment . . . accurately engineered, hard working replicas of familiar construction units.

No. 405 GIANT BULLDOZER. L. 11⅛"; Ct'n. ½ dz.; Wt. 19#

No. 207 HI-LIFT BULLDOZER. L. 11¼"; Ct'n. ½ dz.; Wt. 13#

No. 801 MOBILE CRANE. 2 separate handwheels control all movements. L. 15⅝"Ct'n. ½ dz.; 39#

No. 305 POWER SHOVEL. Operative. L. 26⅜"; Ct'n. ½ dz.; Wt. 22#

No. 400 ROAD GRADER. Steers; blade adjusts. L.19"; Ct'n. ½ dz.; 19#

PACKAGED SETS

To encourage large, multiple unit sales, magnificent "see-thru" showcases have been built to display these sets effectively at small cost.

No. 914 FARM SET. Consists of 8 pieces including 2 horses and 2 cows. **FARM SET SHOWCASE DISPLAY IS #9140**

No. 913 HIGHWAY BUILDER SET. Consists of 5 pieces, all steel. **HIGHWAY BUILDER SET SHOWCASE DISPLAY IS #9130**

No. 920 U. S. ARMY COMBAT SET. 11-piece set includes searchlight. **U. S. ARMY COMBAT SET SHOWCASE DISPLAY IS #9201**

RIDE-ER TOYS

Built especially strong to ride safely. Frames and bodies are extra-heavy-gauge steel. Steering mechanisms handle easily.

No. 605 RIDE-ER DUMP TRUCK. Steers; has removable seat and converts to regular truck. L. 20½"; Ct'n. ½ dz. 48#

No. 925 RIDE-ER DOODLE BUG. Steers; has rubber bumper, storage compartment. L. 29½"; Ct'n. 1 pc.; Wt. 14#

STRUCTO

STRUCTO MANUFACTURING COMPANY

FREEPORT, ILL.

Dash-operated "engine" sounds real . . nestles between the high-rise bars

"Dashboard" includes "speedometer," volume control, gauges

Now . . A Trike with Auto-type "dashboard"

$17.47 10-inch

Really roll with all ball-bearing wheels. 1¼-in. tubular-steel "U" frame. Adjustable handlebars, double-coil spring seat. 1½-in. semi-pneumatic tires. Turquoise finish. Unassembled. Order 2 "C" batteries below.

79 N 8717L—10-inch front wheel. Shpg wt 23 lbs. $17.47
79 N 8718L 12-inch front wheel Shpg wt 25 lbs. 18.47
79 N 8719L—16-inch front wheel Shpg wt. 29 lbs 20.47
79 N 4665—"C" Battery. Shpg. wt. each 2 oz. . . Each 16c; 4 for 60c

Control stick turns the *rear* wheels

Mattel's X-15

Jet-age trike turns, banks, swoops. Sturdy steel, silver blue. V-RROOM! motor sound has on-off switch. No batteries. Semi-pneumatic tires. 30x17 in. wide. Ages 3 to 8. Partly assembled. Wt. 30 lbs.
79 N 8633L. $18.44

$18.44

Seat belt holds tot securely in tilt-action bucket seat

Kiddie Trike

For tots with 11 to 14-inch leg reach. Tubular steel frame, red enameled. Adjustable metal seat. Chrome-plated handlebar 1¼-in. rubber tire on 8-in. wire spoke front wheel . . rubber-tired disc-type rear wheels. Unassembled. Wt. 10 lbs.
79 N 8547C.....$6.49

$6.49

Dolly Seat $2.97

Fits any trike. 6x9 inches, strong turquoise plastic, steel bracket. Hold-in strap, beads, bell. Removable . . converts to chair, car seat. Doll not included.
49 N 8636– Wt. 4 lbs.....$2.97

Priced low yet these Trikes have double-deck step plates

Tubular-steel construction with handlebars and steel seat that adjust. Front wheel has nylon bearing. Semi-pneumatic tires. Plastic grips and pedals. Attractive red and white finish. Unassembled. Listed by front wheel sizes.
79 N 8513L—10-inch. Shpg wt. 16 lbs. $7.49
79 N 8514L—13-inch Shpg wt. 19 lbs 8.49
79 N 8515L—16-inch. Shpg. wt. 23 lbs. 10.49

Ball bearings in front wheel make these Trikes easy to pedal

Built to please the peewee pedalers. Full 1¼-in. tubular-steel "U" frame, extra-wide rear step-up platform for easy mounting. Adjustable chrome-plated handlebars, steel seat. 1¼-in. semi-pneumatic tires. Plastic grips, streamers, pedals. Red and white finish. Unassembled.
79 N 8710L—10-in. front wheel. Wt. 18 lbs 10.87
79 N 8711L—12-in. front wheel. Wt. 19 lbs. 11.97
79 N 8712L—16-in. front wheel. Wt. 23 lbs. 12.97
79 N 8713L—20-in. front wheel. Wt. 29 lbs. 14.97

High-rise bars like big brother's bike *plus* plastic windshield

Dashingly styled for dashing young riders. "U" type construction of 1¼-inch tubular steel, wide step-up platform, chrome-plated fender. Turquoise and chrome finish. Adjustable vinyl-covered seat, double-coil chrome springs. *All* wheels ball-bearing for easiest pedaling. 1¾-inch white-striped semi-pneumatic tires. Plastic grips, streamers. Unassembled.
79 N 8720L—10-in. front wheel. Wt. 20 lbs. $15.47
79 N 8721L—12-in. front wheel. Wt 22 lbs. 16.47
79 N 8722L—16-in. front wheel Wt. 26 lbs. 18.47

$9.99

Sporty, compact steel Tee Bird

Smartly styled in Bahama blue with gleaming white trim. Nylon-bearing drive for easy handling. 2-position pedals adjust to accommodate children of different ages. Modern jet-type steering wheel. Durable 8-inch rubber molded tires roll smoothly. 15 inches wide, 33 inches long. Partially assembled.

79 N 8952L—Shipping weight 24 pounds .. $9 99

Light flashes, bell clangs . . there's room for two on this Hook and Ladder

$19.99 without batteries

Race to a "fire" in your big 45-in. red steel truck. Ball-bearing, rubber-tire wheels. 2 wooden ladders; key and lock on dash. Plastic windshield has wiper blade. 5-position precision-made pedal adjustment. Partly assembled. *Order 1 "C" battery.*

79 N 8936L—Shpg. wt. 35 lbs...$19.99

"C" Battery. Shpg. wt. each 2 oz.

79 N 4665 -Each 16c. . ... 4 for 50c

Chain-drive Fireball Racer

$19.99

Red and white Racer has adjustable bucket seat. 8-in. ball-bearing front wheels, 10-in. rear wheels. Heavy-gauge steel body with exhausts, roll bar. Partly assembled. 42-in. long.

79 N 8921 L–Wt. 35 lbs. $19.99

Chain-drive Speedster

$17.88

Speedster has push-pull handle . . foot steering. Ball bearing wheels, semi-pneumatic tires. Steel; red and white. Partly assembled. Freight (rail or truck) or express. 35-in. long

79 N 8927 N–Wt. 35 lbs. $17.88

Go, boy, go . . in this Tot-Rod Racer with over-size tires, chain drive

$14.88

Whip around your back yard like a racing pro. This vermilion red and white super flash is heavy-gauge tubular steel for lots of use. Has drop wedge frame and roll bar. Smooth-working chain drive on rubber-tire wheels . . 10-inch rear, 8 inch front. Adjustable bucket seat for modifying leg room. Jet-type steering wheel. 42 inches long over-all. Partially assembled.

79 N 8976L Shipping weight 30 pounds.....$14.88

Thunderod Racing Special makes real motor roar

$24.99 without batteries

"Rev up" motor to a throaty growl. Stick shift on dash operates battery powered motor noise. Realistic plastic "exhausts" and air scoop. Red and white steel body, 42 in. long. Chain drive. Partially assembled. *Order 2 "D" batteries, facing page.*

79 N 8947L—Shpg. wt. 37 lbs...$24.99

Pink and white Jeep with fringed canopy top

$19.88

Water-repellent, vinyl coated shake cloth canopy covers 40-in. steel Jeep. Nylon-bearing wheels, pedal drive. Adjustable pedals. Partly assembled.

79 N 8970L—Wt. 36 lbs..... $19.88

Go Cart Hot Rod features real headlights

Without battery
$62.97 cash
$7.00 monthly

Slip behind the wheel of this racy rod, case into gear and go. Tubular-steel frame, hardboard base and fenders, 7¼-in. steel wheels with 1¾-in. rubber tires. Red finish with white seat and backrest. Steel steering shaft, rear cowl. Foot control, left-hand brake. 59x22 in. wide. Assembled. From Japan. Order any size 24 auto battery (12 volt) from Sears General Catalog. See shpg note.
79 N 8971 N Wt. 50 lbs. $62.97

Auto battery-powered cars scoot along at speeds up to 5 miles per hour

Both have "stick shift" control for driving forward, or backing up to "park." Both equipped with brakes and an electric horn. Upholstered seats add to driving comfort . . so do the cushiony rubber tires

Without battery
$82.97 cash
$8.50 monthly

Streamlined Fire Chief's Car even has a foot-operated brake

Hop in, shift into gear . . you're off to answer that 4-11 alarm. Sleekly styled . . fire chief red finish. Black seat and back rest. Steel body, 51x23 inches wide. Removable clear plastic windshield. Chrome-plated grill. Floor control, floor brake. 1¾-inch rubber tires on 9-inch steel disc wheels. Assembled. From Japan. Order any size 24 auto battery (12-volt) from Sears General Catalog.
79 N 8972 N—Shipping weight 60 lbs. (See shipping note below) $82.97

$11.99 without batteries

Just push car in reverse to wind up oversize spring motor . . set brake, get on, release brake . . and off you go

ZOOOM-MOBILE by Marx . . the newest riding sensation

Enjoy sports car rides in this flashily-designed car with big spring motor power . . while the Za-Zooom motor adds realistic engine roar. Sturdily made of high-impact plastic in latest sports car color. Shaped bucket seat, dashboard with levers, horn. Large rear deck storage trunk with plastic play tools. Plastic tires and wheels with silver-colored discs. 37 inches long, 14 inches wide. Partly assembled. Order 2 "D" batteries listed at right for Za-Zooom motor.
79 N 8959L—Shipping weight 17 pounds $11.99

No Money Down on anything Sears sells

$29.88 without batteries

Stutz Bearcat with Za-Zooom Motor runs on battery power

Authentic-styled roadster of the roaring 20's is ready to roll . . up to 5 miles an hour. Stops easily, even reverses. Heavy duty red plastic body on steel chassis. 42x15 inches wide. Operating foot pedal, hand brake, bulb horn, spare tire, noise-making crank. 5½-inch wheels. Assembled. Order 2 "D" batteries for Za-Zooom motor. Order 12-volt Hot Shot battery to run car.
79 N 8618 NM—Shipping weight 29 lbs. (See shipping note below) $29.88
79 N 4660—"D" Battery. Shipping weight each 4 oz. Each 16c; 4 for 60c
79 N 8611 M—12-volt Hot-Shot Battery. Shipping weight 8 lbs. $4.66

SHIPPING NOTE: *Items ending with N or NM (as 79 N 8618NM) sent freight (rail or truck) or express.*

So light . . weighs only 11 pounds. Drive it indoors or out . . no parts project to scuff furniture . . steel parts are plastic covered

$10.44

Racy Scat Cart from Italy

- Non-skid tires . . steers without slipping sideways . . protects floors
- Nylon bearings in wheels mean smoother, easier pedaling

A real sporty job in flashy red . . easy to carry or store. Pliable, soft plastic seat is adjustable and contoured for natural posture . . deep-sided to keep child securely in place. Rounds corners gradually and smoothly—no chance of tipping over. Automatic gear aligns front wheels to avoid any scraping on waxed floors or tearing of carpet. Special semi-circle steering wheel is added safety feature. About 30x16x15 inches high. 7½-inch wheels. Partially assembled.

79 N 8958C—Shipping weight 11 pounds. $10.44

Save this catalog . . you can order toys on pages 441 to 673 until Sept. 1, 1966

Dart Sports Car with real motor noise

$16.99 without Dollar #8

Turquoise with red, white trim. Battery-powered noisemaker operated with "stick shift." Smooth nylon-bearing drive. 2-position pedal adjustment. Partly assembled. *Order 2 "D" batteries.*

79 N 8956L—Shipping weight 25 lbs. $16.99

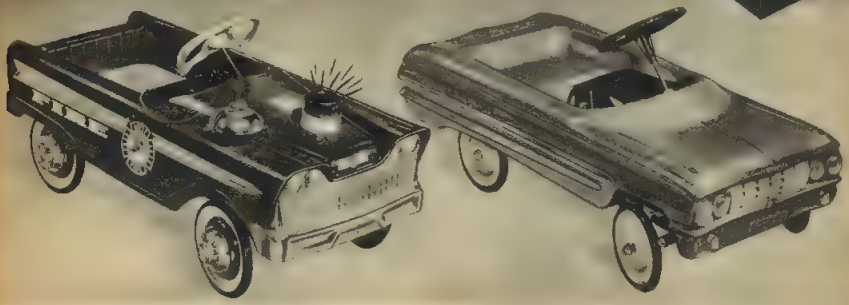
79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz. Each 16c; 4 for 60c

Turn crank, bell rings . . "gallons" register on Fire Chief® Gas Pump

$7.77

"Fill" up your tank from this colorful steel replica of an actual Texaco pump. Choker in nozzle simulates gas pumping. Realistic hose. Dials register gallons and tenths of gallons. Includes sponge and spray bottle for cleaning windshields. Shelves for storage in back. Bright red enamel finish. 14x11½x30 in. high. Unassembled.

79 N 8928C—Wt. 12 lbs. $7.77



Make way for the Fire Chief's Special Car with loud warning bell and flashing red light

$14.44 without

"Traffic" comes to a standstill when you roar out in your 36-in. fire engine red speedster with light blinking and bell clanging. Ball-bearing drive, 5-position pedal adjustment, 8-in. rubber-tired wheels. Sporty car-type hub caps. Steel body. Partially assembled. Order 1 "C" battery facing page.

Shipping weight 27 pounds.

79 N 8903L. $14.44

Lightweight polyethylene Sportster makes rapid getaways . . handles with ease

$9.99

Polyethylene makes it light and maneuverable . . easy for the youngest sports enthusiast to handle. And it's tough, too, built to withstand years of hard play. The bright red color is built right in. Has ball-bearing drive, 3-position pedal adjustment, sturdy rubber tires. Overall size is 15 inches wide, 37 inches long. Partially assembled.

79 N 8954L—Shipping weight 16 pounds. $9.99

Sears "Charge Account," makes all your buying easier

Sears knows what little girls like...

Dolls daintily dressed in parfait colors

Peaches 'n Cream

1 **Baby Peaches** [illegible] cuddly baby [illegible] cotton dress, [illegible] embroidery on skirt. Lace-trimmed [illegible] shoes, socks, bracelet. Bottle. Fully [illegible] cuddle vinyl body. Rooted hair. 16 inches tall.
49 N 3171 – Shpg. wt. 2 lbs. 8 oz. **$9.99**

2 **Dy-Dee Baby** . . drinks her bottle, wets her diaper, coos. Dozes off to sleep in a cotton flannel sacque and fleecy blanket with yummy peach trim. All vinyl, fully jointed. Molded hair. 16 inches tall.
49 N 3172 Shipping weight 2 lbs. **$4.99**

3 **Sweetie Pie** . . [illegible] Coos, puts her finger into her mouth. Ready to go out in a peach velveteen coat and lace edged bonnet. Lacetex white polished cotton dress, bloomers. Shoes, socks. Soft vinyl with cuddly kapok-filled body. Rooted hair. 18 inches tall.
49 N 3175—Shipping weight 2 lbs. **$9.99**

4 **Platinum-haired Gumdrop.** Dimpled 16-inch cutie goes visiting in a chic coat and cloche of peach velveteen. White polished cotton dress. Shoes, socks. Fully jointed, all vinyl. Rooted hair.
49 N 3173 Shpg. wt. 1 lb. 6 oz. **$6.99**

5 **Auburn-tressed Gumdrop** . . gets off to a party in a white velveteen dress, bursting with organdy ruffles at the hemline. Deliciously trimmed with peach velveteen ribbon. Panties, shoes, socks. Rooted long hair is fun to comb. All vinyl fully jointed. 16 inches tall.
49 N 3174 – Shpg. weight 1 lb. 6 oz. **$5.99**

Sears has

Our pink and pretty doll family . . includes two Big Sisters and Baby

$14.99

Three charming dolls in a group that will capture any girl's heart. Big sister Gumdrop, 16 inches tall, and little sister Candy, 11 inches tall, wear pink and-white checked flannel nightgowns, with matching panties, white slippers. Baby Kin has a checked flannel nighty and diaper. Babykin is a drink-and-wet doll with a feeding bottle, nipple. In a 10x7x9-in. high white wire frame cradle with bow-trimmed dotted nylon ruffled skirt and lace, matching hood cover. Polished cotton mattress, pillow lace trimmed.

79 N 3178C Shpg wt 4 lbs. set $14.99

Snuggles up to you . . Cries "Mommy, Mommy"

Snugglebun

$7.95 without batteries

So appealing in her 2-piece pajamas you'll hug her . . when you do she'll snuggle up to you. Give her a little squeeze, her head moves, she cries "Mommy, Mommy." Got table-top 10-in. lamp, make-believe bottle warmer, "magic" bottle. Plastic. 16 inches tall. Order 2 "D" batteries. Wt. 2 lbs. 6 oz.

49 N 3183 ..... $7.95

"D" Battery. Wt. ea. 4 oz.

49 N 4660—Ea. 16c; 4/60c

Gia . . in knit PJ's

$4.99

Captivating 12-inch doll has long-lashed open-and-shut eyes, a rooted pixie hair-do, a d curled up toes. In pink knit pajamas, white pom-pon cap. Vinyl. From Italy. Shpg. wt. 1 lb.

49 N 3193. ..... $4.99

Happy and Nappy in their bunk beds

$5.99 set

Smiling Happy with go-to-sleep eyes and sleepy Nappy 10-inch dolls with rooted hair you can comb, vinyl heads, cotton stuffed bodies. Dressed in lace-trimmed checked flannel nighties and diapers. They sleep in pretty white plastic beds that can be stacked or separated, have ladder, lace-trimmed rayon blankets and pillows. Beds are 14x12x 7 inches high are unassembled

49 N 3185—Shipping weight 2 lbs. 6 oz. $5.99

the DREAMIEST dolls

Baby Snoozie
$9.47

14-inch sleepyhead will open, close her eyes, squirm, move her head, and cry when control knob is turned. Vinyl limbs, cloth body, Saran hair. Wt. 1 lb. 8 oz.
49 N 3040. . . . $9.47

Wind her up . . she opens and closes her eyes . . wriggles, turns like a real live baby

Snoozie on a pillow
$12.97

Turn the control knob and watch as she moves her head and wriggles. She'll cry, too, until she's picked up and cuddled. With Saran hair that can be washed, combed and set, and vinyl arms and legs, cloth body. Has a ruffled pillow, wears a cute pajama set. 20 in. long.
Shpg. wt. 3 lbs. 12 oz.
49 N 3122. . . . . $12.97

Hug me, I coo . . pinch me, I cry . . I'm Miss Peep
$5.99

She's so soft and cuddly, and she makes baby sounds when you hug her body and arms. Miss Peep looks like a lovable newborn baby. She's made of vinyl, filled with soft cotton and foam, and she can be bathed. Just like a real baby, she's dressed in an infant kimono, diaper and bootes, and she has a big, soft, fluffy receiving blanket to wrap her in. 18 inches tall.
49 N 3066—Shipping weight 3 pounds, 2 ounces $5.99

Sleepy twins from Italy
$6.99

Annetta and Felicino, exquisitely detailed darlings 11¼ inches high, are made of vinyl, fully jointed. Both have rooted hair for you to comb and brush, carry real candles. With bright go-to-sleep eyes.
49 N 3489—Girl in nightie, lacy cap. Wt. 1 lb. 8 oz. $6.99
49 N 3488—Boy in pajamas, knitcap. Wt. 1 lb. 8 oz. 6.99
49 N 3487—Boy and Girl set. Shpg. wt. 3 lbs. Set 12.98

Lullabye Baby turns and snuggles cozily as music box plays
$3.99

Sleepy 12-inch baby is all vinyl, with curled-up fingers and toes that look so natural. As the tinkling music box inside her plays soothing "Brahms Lullaby," she stretches and turns with life like movements. She has molded hair, is dressed in an adorable candy-striped cotton flannel sleeper, with matching night cap.
Shipping weight 1 lb. 4 oz.
49 N 3145. . . . . $3.99

Drowsy's all ready for bed . . just pull her Chatty ring and she'll talk with you
$4.92

Soft 'n cuddly in pink print pajamas, with plastic head, sleepy painted eyes, rooted hair. Pull the Chatty ring . . she may ask for a goodnight kiss or another drink of water . . she says 11 different things. 15 inches tall.
49 N 3164—Shpg. wt. 1 lb. 8 oz. $4.92

Demure 11½-inch Bride Doll . . a vision in white lace $4.99

Every girl dreams of being as pretty a bride as Joy. She's starry eyed in a nylon tulle gown romantically trimmed with shirred lace. Matching veil, slip, panties, slippers, bouquet. Has rooted, long hair you can style. Jointed vinyl body. Pantie-lever.

49 N 3496 –Shipping weight 1 lb. 10 oz. $4.99

1 $4.99

1 Baby Cupcake . . takes a snooze on her own lace-trimmed velveteen pillow. When awake, she opens her eyes, drinks her bottle, wets and coos. Pose able jointed vinyl doll wears ruffly lace can-can panties and velveteen topper. Rooted hair can be combed. 12-in.

49 N 3195—Shpg. wt. 1 lb. 4 oz.....$4.99

2 $4.99

2 Toddler Cupcake . . as sweet as her name. Dimpled 13-in. doll has rooted hair, go-to-sleep eyes, jointed vinyl body. Wears a lace-frosted dress and posy-trimmed velveteen jerkin. Shoes, socks, taffeta panties

49 N 3198—Shpg. wt. 1 lb. 6 oz.....$4.99

3 $4.99

3 Sweet Sue. She's off to a tea-party in a pretty blue dress with rows of lace all around. Dainty 14-inch doll has rooted hair you can comb. Sparkly eyes that open and close. Jointed vinyl body. Panties, shoes.

49 N 3197—Shpg. wt. 1 lb. 14 oz.... $4.99

4 $3.99

4 Baby Sue. Who could resist this pixyish 12-inch dolly? Dressed for company in an A-line dress with tiered lace front, panties, booties and hairbow. She has rooted hair, jointed vinyl body, moving eyes

49 N 3196 Shpg. wt. 1 lb. 12 oz.. $3.99

Girls fancy the luxury of LOTS OF LACE

Beauties from abroad

5 Carola from Italy. So festive in her velveteen ball gown, adorned with flowers and 9 rows of lace. Lined with taffeta. 14-inch plastic doll. Shipping weight 3 lbs.

49 N 3470C.. .. ..$14.99

6 Nicolette from France. Elegant in velveteen jumper, lace-lavished blouse-slip and fancy mesh tights. Jointed plastic body. Rooted upswept bairdo. 18 inches tall. With shoes, nosegay. Shipping weight 3 pounds.

79 N 3194C . .. $19.99

7 Kitty from Italy. Stunning doll wears a lace-bedecked velveteen dress, full petti slip. Rooted hair. Jointed vinyl. 15 in. Shpg wt. 1 lb. 8 oz

49 N 3369.....$7.99

"Charge It" if you wish

Sears knows what little girls like.

Dolls daintily dressed in parfait colors

Peaches 'n Cream

1 **Baby Peaches** [illegible]

49 N 3172 [illegible] $9.99

2 **Dy-Dee Baby** [illegible]

49 N 3172 Shipping weight 2 lbs $8.99

3 **Sweetie Pie** [illegible]

49 N 3175 Shipping weight 2 lbs $8.99

4 **Platinum haired Gumdrop** [illegible]

49 N 3173 Shipping weight 1 lb 6 oz $6.99

5 **Auburn tressed Gumdrop** [illegible]

49 N 3174 Shipping weight 1 lb 6 oz $5.99

Sears has

Our pink and pretty doll family . . includes two Big Sisters and Baby

$14.99

Three charming dolls in a group that will capture any girl's heart. Big sister Gumdrop, 16 inches tall and little sister Candy, 11 inches tall, wear pink-and-white checked flannel nighties, with matching panties, white slippers. 8-inch Babykin has a checked flannel nighty and diaper. Babykin is a drink-and-wet doll with a feeding bottle, nipple. In a 10x7x9-in. high white wire frame cradle with bow trimmed dotted nylon ruffled skirt and lining, matching hood cover. Polished cotton mattress, pillow lace-trimmed.

79 N 3178C—Shpg. wt. 4 lbs. Set $14.99

Snuggles up to you . . Cries "Mommy, Mommy" Snugglebun

$7.95 without batteries

So appealing in her 2-piece pajamas you'll hug her . . when you do she'll snuggle up to you. Give her a little squeeze, her head moves, she cries "Mommy, Mommy." Night table has 10-in. lamp, make-believe bottle warmer, "magic" bottle. Plastic 16 inches tall. Order 2 "D" batteries. Wt. 2 lbs. 6 oz.

49 N 3183..... $7.95

"D" Battery. Wt. ea. 4 oz.

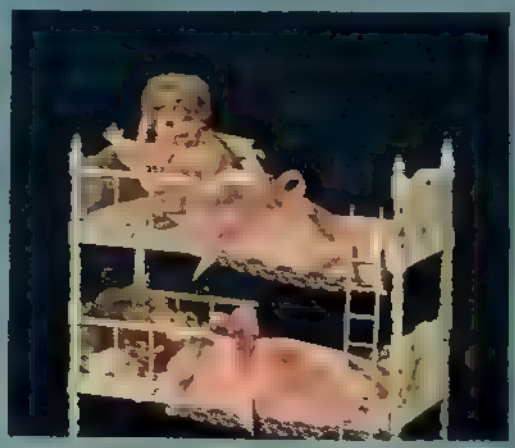
49 N 4660—Ea. 16c, 4/60c

Gia . . in knit PJ's

$4.99

Captivating 12-inch doll has long-lashed open-and-shut eyes, a rooted pixie hair-do, and curled up toes. In pink knit pajamas, white pom-pon cap. Vinyl. From Italy. Shpg. wt. 1 lb.

49 N 3193..... $4.99



Happy and Nappy in their bunk beds

$5.99 set

Smiling Happy with go-to-sleep eyes and sleepy Nappy 10-inch dolls with rooted hair you can comb, vinyl heads, cotton-stuffed bodies. Dressed in lace-trimmed checked flannel nighties and diapers. They sleep in pretty white plastic beds that can be stacked or separated, have lad ice, lace-trimmed rayon blankets and pillows. Beds are 14x12x7 inches high, are unassembled.

49 N 3185—Shipping weight 2 lbs. 8 oz. $5.99

the DREAMIEST dolls

Baby Snoozie
$9.47

14-inch sleepyhead will open, close her eyes, squirm move her head, and cry when control knob is turned. Vinyl limbs, cloth body, Saran hair. Wt. 1 lb. 8 oz.
49 N 3040....$9.47

Wind her up . . she opens and closes her eyes . . wriggles, turns like a real live baby

Snoozie on a pillow
$12.97

Turn the control knob and watch as she moves her head and wriggles. She'll cry, too, until she's picked up and cuddled. With Saran hair that can be washed, combed and set, and vinyl arms and legs, cloth body. Has a ruffled pillow, wears a cute pajama set. 20 in. long.

Shpg. wt. 3 lbs. 12 oz.
49 N 3122.....$12.97

Hug me, I coo . . pinch me, I cry . . I'm Miss Peep
$5.99

She's so soft and cuddly, and she makes baby sounds when you hug her body and arms. Miss Peep looks like a lovable newborn baby. She's made of vinyl, filled with soft cotton and foam, and she can be bathed. Just like a real baby, she's dressed in an infant kimono, diaper and booties, and she has a big, soft, fluffy receiving blanket to wrap her in. 18 inches tall.

49 N 3066—Shipping weight 3 pounds, 2 ounces $5.99

Sleepy twins from Italy
$6.99 PAIR

Annetta and Feliciano, exquisitely detailed darlings 11½ inches high, are made of vinyl, fully jointed. Both have rooted hair for you to comb and brush, carry real candles. With bright go-to-sleep eyes.

49 N 3489—Girl in nightie, lacy cap. Wt. 1 lb. 8 oz. $6.99
49 N 3488—Boy in pajamas, knit cap. Wt. 1 lb. 8 oz. 6.99
49 N 3487—Boy and Girl set. Shpg. wt. 3 lbs. Set 12.98

Lullabye Baby turns and snuggles cozily as music box plays
$3.99

Sleepy 12-inch baby is all vinyl, with curled-up fingers and toes that look so natural. As the tinkling music box inside her plays soothing "Brahms Lullaby," she stretches and turns with life like movements. She has molded hair, is dressed in an adorable candy-striped cotton flannel sleeper, with matching night cap.

Shipping weight 1 lb. 4 oz.
49 N 3145 .....

Drowsy's all ready for bed . . just pull her Chatty ring and she'll talk with you
$4.92

Soft 'n cuddly in pink print pajamas, with plastic head, sleepy painted eyes, rooted hair. Pull the Chatty ring . . she may ask for a goodnight kiss or another drink of water . . she says 11 different things. 15 inches tall.

49 N 3164—Shpg. wt. 1 lb. 8 oz. $4.92

Demure 11½-inch Bride Doll . . . a vision in white lace $4.99

Every girl dreams of being as pretty a bride as Joy. She's starry eyes in a nylon tulle gown romantically trimmed with shirred lace. Matching veil, slip, panties, slippers, bouquet. Has rooted long hair you can style. Jointed vinyl body. Painted eyes.

49 N 3496 Shipping weight 1 lb. 10 oz. . $4.99

1 $4.99

1 Baby Cupcake . . takes a snooze on her own lace-trimmed velveteen pillow. When awake, she opens her eyes, drinks her bottle, wets and coos. Pose-able jointed vinyl doll wears ruffly lace can-can panties and velveteen topper. Rooted hair can be combed. 12-in.

49 N 3195—Shpg. wt. 1 lb. 4 oz. $4.99

2 $4.99

2 Toddler Cupcake . . as sweet as her name. Dimpled 13-in. doll has rooted hair, go-to-sleep eyes, jointed vinyl body. Wears a lace-frosted dress and posy-trimmed velveteen jerkin. Shoes, socks, taffeta panties.

49 N 3198—Shpg. wt. 1 lb. 6 oz. $4.99

3 $4.99

3 Sweet Sue. She's off to a tea-party in a pretty blue dress with rows of lace all around. Dainty 14-inch doll has rooted hair you can comb. Sparkly eyes that open and close. Jointed vinyl body. Panties, shoes.

49 N 3197—Shpg. wt. 1 lb. 14 oz. . . . $4.99

4 $3.99

4 Baby Sue. Who could resist this pixyish 12-inch dolly? Dressed for company in an A-line dress with tiered lace front, panties, booties and hairbow. She has rooted hair, jointed vinyl body, moving eyes.

49 N 3196—Shpg. wt. 1 lb. 12 oz. . . . $3.99

Girls fancy the luxury of LOTS OF LACE

Beauties from abroad

5 Carola from Italy. So festive in her velveteen ball gown, adorned with flowers and 9 rows of lace. Lined with taffeta. 14-inch plastic doll. Shipping weight 3 lbs.

49 N 3470C. $14.99

6 Nicolette from France. Elegant in velveteen jumper, lace-lavished blouse-slip and fancy mesh tights. Jointed plastic body. Rooted upswept hairdo. 18 inches tall. With shoes, nosegay. Shipping weight 3 pounds.

79 N 3194C. $19.99

7 Kitty from Italy. Stunning doll wears a lace-bedecked velveteen dress, full petti-slip. Rooted hair. Jointed vinyl. 15 in. Shpg. wt. 1 lb. 8 oz.

49 N 3369. . . . . $7.99

"Charge It" if you wish

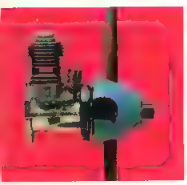
Navy SBD-5

Dive Bomber

Hero of naval air battles from Guadalcanal to Tarawa, the Navy Dauntless is the "fightenest" airplane, ever. As it flies round 'n round at 35 mph, the youngster gives a tug on a 3rd control line and it's "bombs away!". It's a real dive-bomber. Powered by Hot Shot .049 engine with Rotomatic starter & 3-year guarantee. Tail hook for carrier-deck landings. Air brakes. 2-seat cockpit. All-new, eye-catching 4-color package. Wingspan: 22"; Fuselage length: 19".

#170, SBD-5 Navy Dive Bomber *$9.98*

#171, SBD-5 Navy Dive Bomber Challenger *$12.98*
(Fuel, battery, accessories)



CONCENTRATE on the **one line** *that returns the biggest profits with the least selling-time effort. If you're interested in more* **total dollar sales** *. . . the new Wen-Mac line is the answer in '65. The quality of our new, forward-looking Management brings dynamic, fresh new products backed up by a "fresh-thinking"* **total selling program.** *Our 1965 line is well designed . . . newly packaged from top to bottom and each item has built into it quality and maximum play-value. Only with AMF/Wen-Mac can you open new sales doors backed by new products . . . new merchandising . . . new advertising and . . . new sales incentive programs. It's Wen-Mac, all-new for '65.*

P-63 KINGCOBRA

Aluminum-metalized

Acknowledged by hobby & toy buyers plus the youngsters that fly it . . . "The most beautiful ready-to-fly airplane ever made!" What makes it so? Aluminum-metalized airframe that highlights every rivet . . . 2 rockets that fire while flying . . . tinted canopy . . . easy starting & flying . . . rugged durability. Plus super-power from famous Hot Shot .049 engine with Rotomatic starter and 3-year guarantee. All-new eye-catching 4-color package. Wingspan: 22½"; Fuselage length: 21".

#185, Kingcobra *$10.98*

#186, Kingcobra Challenger *$13.98*

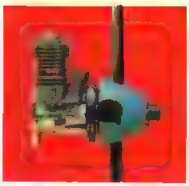
(Package includes fuel, battery, accessories)

Navy SNJ-3

"A tiger on the line" is the best way any youngster describes flying the Navy SNJ-3. Rugged and durable construction. Eye-appealing aluminum-metalized airframe. Easy to start and fly 2-seat cockpit. Radio antenna. Positive elevator control. Powered by 3-year guaranteed Hot Shot .049 engine with patented Rotomatic starter. Wingspan: 21½"; Fuselage: 15".

#116, Navy SNJ-3 ***$9.98***

#117, Navy SNJ-3 Challenger ***$12.98***
(Package includes fuel, battery, accessories)



SERVICE is what the new Wen-Mac brings to you! When you communicate by mail, phone or in-person we understand who you are and what you need. We answer your mail promptly. We give clear shipping instructions . . . we ship when and where you want and ON-TIME. We know our stock position. We back up our commitments to you! What does all this mean? It means that AMF/Wen-Mac makes your selling job easier.

RAF Day Fighter

"Bail out". . pilot ejects and parachutes to earth. This exciting action-feature is another *plus* for this volume mover. Look: tri-cycle gear, authentic rivet detail, sculptured cockpit, guns. Hot Shot engine powered. Rotomatic starter. New 4-color package Wingspan: 21½"; Fuselage: 21".

#153, RAF Day Fighter ***$9.98***

#154, RAF Day Fighter Challenger ***$12.98***

(Fuel, battery, accessories)

RCAF Banshee Raider

Drops a bomb in-flight! Authentic dive-bomber in every respect, 2-seat cockpit . . . dive-brakes. Here's a plane you can recommend to a beginner or expert flyer. Powered by the 3-year guaranteed Hot Shot .049 engine with patented Rotomatic starter. Assembled. New 4-color display package. Wingspan: 22″; Fuselage: 19″.

#108, RCAF Banshee Raider ***$9.98***

#109, RCAF Banshee Raider Challenger ***$12.98***
(Fuel, battery, accessories)

Turbojet

What plane do we recommend for a beginner? 'The Turbojet'" This long-time favorite flyer now drops a bomb in-flight . . . has tri-cycle gear . . . aluminum-metalized wing. Powered by Hot Shot .049 engine with Rotomatic starter. New package. Wingspan: 15⅝″; Fuselage: 13″.

#105, Turbojet ***$7.98***

#106, Turbojet Challenger ***$10.98***

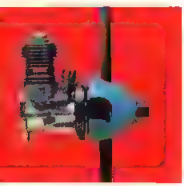
F4U Marine Fighter

From Wake Island to Korea the F4U made history. Authentic Aluminum-metalized airframe. Canopy. Gull-wing. Rugged construction. Nylon prop. Flies 35 mph. Low price. Hot Shot engine powered. New package for '65. Wingspan: 13¼"; Fuselage: 11½".

#125A, F4U Marine Fighter ***$7.95***

#126A, F4U Marine Fighter Challenger ***$10.95***

(Fuel, battery, accessories)



SERVICE is what the new Wen-Mac brings to you! When you communicate by mail, phone or in-person we understand who you are and what you need. We answer your mail promptly. We give clear shipping instructions . . . we ship when and where you want and ON-TIME. We know our stock position. We back up our commitments to you! What does all this mean? It means that AMF/Wen-Mac makes your selling job easier.

Debonair

Aluminum-metalized

Famed from coast-to-coast, this famous sport plane is really a speedy flyer with its new Hot Shot .049 engine with Rotomatic starter. Tri-cycle gear. Cockpit, Rivet detail. New package. Wingspan: 15"; Fuselage: 12".

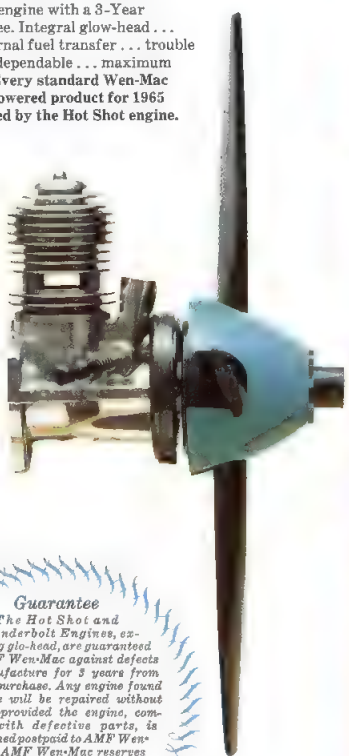
#180, Debonair ***$7.98***

#181, Debonair Challenger ***$10.98***

(Fuel, battery, accessories)

hot shot®

In just 2 years on the market, the Hot Shot engine leads the field! You'll agree with almost *one-million* users . . . it's the finest. Patented automatic starter*. . . 25% more thrust . . . and still the only engine with a 3-Year Guarantee. Integral glow-head . . . new internal fuel transfer . . . trouble free . . . dependable . . . maximum thrust. **Every standard Wen-Mac engine-powered product for 1965 is powered by the Hot Shot engine.**



Guarantee

The Hot Shot and Thunderbolt Engines, excluding glo-head, are guaranteed by AMF Wen-Mac against defects of manufacture for 3 years from date of purchase. Any engine found defective will be repaired without charge, provided the engine, complete with defective parts, is returned postpaid to AMF Wen-Mac. AMF Wen-Mac reserves the right to substitute parts as deemed necessary without notice.

*Wen-Mac engines and models are covered by one or more of the following U.S. Patents: 2,820,744, 2,846,983, 2,855,070, 2,875,554, 2,887,595, 2,946,327; 2,927,660, 2,991,779; 175,088; 3,111,785. Other patents pending.

CUSTOM ACCESSORY KIT

#1 kit in sales! Absolutely complete. Contains American made starter-battery, ½ pint fuel, battery wires and attached clip, fueling tube, wrench and all accessories.

#602, Custom Accessory Kit **$2.98**

ACCESSORY KIT

Includes ½ pint of premium fuel, fueling tube, wrench, battery wire and attaching clip.

#500, Accessory Kit **$1.49**

HOT SHOT ENGINE

Finest .049 engine on the market. Easy starting. Integral glow head. Beautifully packaged.

#447, Hot Shot Engine **$4.98**
(Spinner not included)

HOT SHOT MUFFLER KIT

This simple, inexpensive sound reducer fits the Hot Shot engines exclusively. Slips on easily.

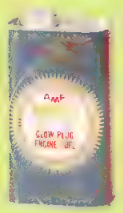
#630, Hot Shot Muffler Kit **$ .89**

SPARE PARTS ASSORTMENT

Includes most asked-for engine parts such as props, glow-heads, needle valves. Master Engine-Powered Parts Reference Book also included.

#938, Spare Parts Assortment **$6.98**

#947, Spare Parts Assortment **$6.98**



PREMIUM FUEL

The finest made. Accept nothing less for year 'round performance under all flying conditions. Order 1-for-1 with powered units.

#605, ½ pint **$ .55**
#606, 1 pint **$ .95**

BENRUS

UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

Your Benrus watch movement must run properly — or Benrus will repair it or replace it free and fast. This unequolled guarantee of quality — integrity — value applies to every Benrus Watch. It is your assurance of lasting satisfaction and dependability.

SPACE CASTLE "25"
Handsome modern watch tells time and date. 25 jewel calendar, self-winding, guaranteed waterproof*. Yellow top, stainless steel back, luminous hands, sweep second hand. Accentuating calendar window. Shock absorbing movement, unbreakable mainspring, anti-magnetic J-B adjustable center expansion band
7646W6290 **Retail $100.00**
Space Castle "X" "28"—Same as above in Stainless Steel case.
7641W4690 **Retail $92.50**

SPACE CRAFT
Automatic 17 jewel model for men of action Brilliant dial and luminous hands with sweep second Yellow top, stainless steel back Guaranteed waterproof*, shock absorbing, anti-magnetic, unbreakable mainspring Handsome J-B adjustable florentine center expansion band.
7643W4290 **Retail $85.00**
Space Craft "T" Same as above with Gold Color dial.
7643W4290 **Retail $85.00**

FEATURES GALORE!

- ★ Self-Winding
- ★ Waterproof
- ★ Shock-Resistant
- ★ Anti-Magnetic
- ★ Sweep Second

The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price

SPACE PILOT "25"
Gleaming self-winding watch in all stainless steel case 25 jewels self winding, guaranteed waterproof* Handsome brush finish dial Luminous hands with sweep second Shock absorbing, unbreakable mainspring, anti magnetic Kreisler adjustable center expansion band
7644W4590 **Retail $92.50**
Space Pilot "W" "28" Same as above with White sunray dial.
7645W6390 **Retail $92.50**

SPACE RIDER "25"
The gentlest wrist movement winds this superb 25 jewel quality watch Brilliant dia. and luminous hands with sweep second Yellow top, stainless steel back, self-winding, guaranteed waterproof* Shock absorbing, unbreakable mainspring, anti-magnetic Matching J-B adjustable center expansion band.
7646W4990 **Retail $100.00**

SPACE TIME
Convenient and accurate. 17 jewel Calendar model gives time and date, automatically Yellow top, stainless steel back, guaranteed waterproof*. All faceted stick dial and luminous hands with sweep second. Shock absorbing movement, anti-magnetic, unbreakable main spring. Handsome Kreisler adjustable center expans.on band
7647W4990 **Retail $100.00**

SPACE SAVER
Automatic performance and smart styling too. Dependable 17 jewel calendar watch winds itself. Gleaming stainless steel case, guaranteed waterproof* Modern dial and luminous hands with sweep second. Unbreakable mainspring, anti magnetic, shock absorbing. Highly styled J-B adjustable center expansion band
7648W4290 **Retail $85.00**

* If case, crystal, and crown remain intact.

SPACE JOURNEY
Superb new 17 jewel watch is ideal for both work and play Dependable shock absorbing movement winds itself Yellow top, stainless steel back, guaranteed waterproof* Luminous hands with sweep second, anti-magnetic, unbreakable mainspring Matching adjustable expansion band
7649W2890 **Retail $75.00**
Space Journey "W"—Same as above in White.
7649W5890 **Retail $75.00**

SKY KING
Waterproof and weather-proof is this smart 17 jewel self-winding model with stainless steel case. Trim, luminous full figure dial with sweep second Shock absorbing, anti-magnetic unbreakable mainspring Neat adjustable center expansion band.
7651W5890 **Retail $59.95**
Sky King "Z" Same as above with Black dial.
7652W5890 **Retail $59.95**

Manufacturer's Suggested List Prices Include Federal Excise Tax

BENRUS

EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS
The most beautiful watches of all time by Benrus. Here is styling to complement any wardrobe—designed with you in mind. And, all Benrus Watches offer the 3 year unconditional guarantee . . your assurance of accuracy, value and quality. And, Benrus Watches feature shock-absorbing movements and unbreakable mainsprings

Sea Elf "21"—Seaworthy mate to any wrist is this handsome 21 jewel watch with luminous hands and sweep second. Simple modern dial. All yellow case, waterproof*, shock absorbing movement, unbreakable mainspring. Double feature Kreisler adjustable expansion band
7655W3990 Retail $75.00

Calendar Galaxy — Designed for handsome appearance in durable waterproof* stainless steel case. 17 jewel calendar model, shock absorbing movement, unbreakable mainspring. Luminous full figure dial with sweep second. Matching adjustable expansion band.
7656W3990 Retail $65.00

* If case, crystal and crown remain intact.

Waterproof*

SEA GUARD
A distinctive watch for the distinguished man. Perfectly styled for dress or business wear. 17 jewels., all yellow case, guaranteed waterproof*. Luminous hands with sweep second Shock absorbing movement, unbreakable mainspring. Neat J-B adjustable expansion band.
7659W3990 Retail $85.00

17 jewel Waterproof*

SEA CAPTAIN
Rugged design in waterproof* all stainless steel case. Trim, luminous full figure dial with sweep second. 17 jewel shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band
7660W2790 Retail $49.95

Sea Captain "2"—Same as above with back dial
7661W2790 Retail $49.95

Embraceable®

Every Benrus watch comes beautifully gift boxed.

Embraceable Desiree—Exclusive Benrus 17 jewel bracelet watch combination with full figure dial Modern trim styling. All yellow with stainless steel back, shock absorbing movement, unbreakable mainspring. Sure grip clasp action, safety chain.
7653W3990 Retail $71.50
Embraceable Desiree "W"—Same as above in white
7654W3990 Retail $71.50

Waterproof*

Ocean Countess — 17 jewel sport watch with easy to read full figure dial. Luminous hands with sweep second makes this watch ideal for nurses, teachers, stewardesses Waterproof*, unbreakable mainspring, shock absorbing movement Sturdy adjustable expansion bracelet.
7657W3590 Retail $71.50

Waterproof* Stainless Steel

Sea Maiden—Nurses' 17 jewel watch features full figure dial with luminous hands and sweep second Guaranteed waterproof*, unbreakable mainspring, shock absorbing movement Matching adjustable expansion bracelet
7658W3390 Retail $65.00

Waterproof* Stainless Steel

Sea Anchor—Brilliant new watch with all stainless steel case and handsome modern dial 17 jewels, guaranteed waterproof*. Luminous hands with sweep second Shock absorbing movement, unbreakable mainspring Matching J-B adjustable expansion band
7659W3990 Retail $59.95

Sea Deacon—Smartly styled 17 jewel waterproof* model Yellow top with stainless steel back Luminous full figure dial with sweep second Shock absorbing movement, unbreakable mainspring Double feature expansion band
7663W3090 Retail $59.95

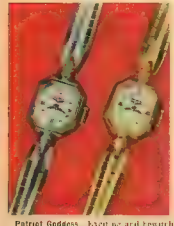
BENRUS

The mark of supreme craftsmanship is symbolized in the Patriot ribbon. Patriot Watches feature the most distinctive styling for modern men and women.

PATRIOT

Patriot Golden Dot A fabulous creation of modern loveliness is this delicate and simply styled 17 jewel model 14K Yellow Gold case, faceted crystal. Elegant Kreisler adjustable bracelet with safety chain
7564W5500 **Retail $110.00**
Patriot Golden Dot "A"—Same as above in 14K White Gold.
7663W5500 **Retail $110.00**

Manufacturer's Suggested List Prices Include Federal Excise Tax.



Patriot Goddess Smart, sophisticated styling in a delightfully styled 10K Yellow Gold-filled case. Features a 17 jewel movement and a satin finish design under the crystal. Florentine pieces blend to a flexible bracelet with safety chain
7669W4290 **Retail $85.00**
Patriot Goddess "W" Same as above in white.
7670W4290 **Retail $85.00**

*** If case, crystal, and crown remain intact.**

Patriot Cleo "21" This stylish 21 jewel model features a pearl center. Its modern case, shaped face, crystal. All yellow case. 10 karat G.F. adjustable expansion bracelet with safety chain.
7674W4290 **Retail $85.00**
Patriot Cleo "W" "21" Same as above in white.
7675W4290 **Retail $85.00**

Patriot Gary "39"—Modern touch in masculine design. The quality movement contains 39 jewels and is self-winding. All yellow case guaranteed waterproof*. Luminous hands with sweep second. Matching J-B florentine adjustable extension bracelet.
7666W5590 **Retail $110.00**
Patriot Gary "W" "39" Same as above in white
7667W5590 **Retail $110.00**

Patriot Eagle "21"—Ultra thin model in all yellow case. Precision crafted to attain the heights of accurate timekeeping. 21 jewels guaranteed waterproof*. Modern dial with lustrous hands and sweep second. Matching Kreisler adjustable expansion band.
7671W3990 **Retail $75.00**

Patriot Johnson "21" A brilliant modern interpretation in 14K Yellow Gold case. Quality 21 jewel movement. Will be worn with pride by the discerning man. Highly styled Kreisler adjustable expansion band
7676W4990 **Retail $100.00**

Patriot Grant Ultra thin simple flat bezel design neatly executed in all yellow case 17 jewel shock-absorbing movement, unbreakable mainspring. Harmonizing J-B adjustable expansion bracelet
7668W3790 **Retail $71.50**

Patriot Golden Jan "A" Dependable 17 jewel movement set in daintily sculptured 14K White Gold case. Features florentine ends and a tapered adjustable expansion bracelet with safety chain for added protection
7672W4990 **Retail $100.00**
Patriot Golden Jan—Same as above in 14K Yellow
7673W4990 **Retail $100.00**

Patriot Fulton "25"—Dynamic and handsome 25 jewel model in all yellow case. Self-winding, guaranteed waterproof* Luminous hands with sweep second. Matching J-B adjustable expansion band
7677W4990 **Retail $100.00**
Patriot Fulton "W" "25" Same as above in white
7678W4990 **Retail $100.00**

Patriot Ellen "21"—Petite and beautiful 21 jewel model features 10K Yellow Gold-filled florentine twisted case and fancy crystal. Elegant flexible adjustable bracelet with safety chain
7679W3890 **Retail $75.00**
Patriot Ellen "W" "21"—Same as above in white
7680W3990 **Retail $75.00**

BENRUS

PATRIOT

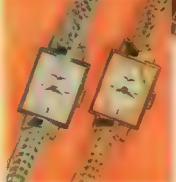
EVERY BENRUS IS UNCONDITIONALLY GUARANTEED FOR 3 FULL YEARS

The mark of supreme craftsmanship is symbolized in the Patriot ribbon
Patriot Watches feature the most distinctive styling for modern men and women. Every precision Benrus movement is shock-absorbent, anti-magnetic with an unbreakable mainspring. Each carries the unique Benrus unconditional 3 year guarantee of quality.

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

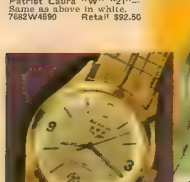
Patriot Laura "21"—Exquisite 21 jewel creation features a satin finish design under the crystal. 10K Yellow Gold-filled case. Tapered J-B adjustable expansion bracelet with safety chain
7681W4590 Retail $92.50
Patriot Laura "W" "21"—Same as above in white.
7682W4590 Retail $92.50

Patriot Calendar Jet "G" "29"—Fashionable styling in an all purpose watch. 14K Gold case 29 jewels, self-winding, guaranteed waterproof*, calendar feature. Luminous hands with sweep second. Neat J-B adjustable center expansion band
7683W3590 Retail $150.00



Patriot Flower "21"—Sparkling 21 jewel model features floreatine dial highlighted by a satin finish design. 10K Yellow Gold-filled case. Elegant J-B adjustable bracelet with safety chain
7684W4590 Retail $108.00
Patriot Flower "W" "21"—Same as above in white.
7685W4590 Retail $108.00

Patriot Franklin "39"—The ultimate in automatic time keeping. 10K Gold-filled case. 39 jewels, self-winding, calendar feature, guaranteed waterproof*, Luminous hands with sweep second. Matching J-B adjustable center expansion band
7686W7390 Retail $160.00



Patriot Calendar Fleet—Handsome 17 jewel self-winding model. Rich sculptured numerals and luminous hands with sweep second are featured. All yellow case, calendar feature, guaranteed waterproof* Shock absorbing movement, unbreakable mainspring. Matching J-B adjustable center expansion band
7687W4590 Retail $92.50

Patriot Calendar Greenwich—Modern design in waterproof* all stainless steel case. 17 jewels, self-winding calendar feature. Luminous hands with sweep second. Matching J-B adjustable center expansion band
7688W3990 Retail $75.00

Every Benrus watch comes beautifully gift boxed.

Manufacturer's Suggested List Prices Include Federal Excise Tax

Patriot Adam—Impeccably designed 17 jewel ultra thin watch. Perfectly styled for dress or business wear. The fine markings on the dial add to the beauty of the design. All yellow case, shock absorbing movement, unbreakable mainspring. Sterling J-B adjustable florentine center expansion band
7689W3790 Retail $71.50
Patriot Adam "T"—Same as above with gold-color dial
7690W3790 Retail $71.50

Patriot Eve Stunningly designed 17 jewel watch for the glamorous lady. All yellow case with faceted crystal. Tapered Krinkar adjustable expansion bracelet enhances this lovely creation.
7692W3790 Retail $71.50
Patriot Eve "W" Same as above in white
7694W3790 Retail $71.50

Patriot Golden Jane—Enchanting 17 jewel model features gleaming 14K yellow gold case. Simple and graceful is this creation with matching expansion band. Shock absorbing movement, unbreakable mainspring
7695W3760 Retail $71.50
Patriot Golden Jane "A" Same as above in 14K White Gold
7696W3790 Retail $71.50

Patriot Alice Modern marquise styled 17 jewel creation in smart sculptured case. All yellow case. Shock absorbing movement unbreakable mainspring. New style tapered adjustable bracelet with safety chain adds charm and elegance.
7691W3790 Retail $71.50
Patriot Alice "W"—Same as above in white
7692W3790 Retail $71.50

* If case, crystal, and crown remain intact.

BENRUS

FINE WATCH OF GUARANTEED ACCURACY

Every Benrus quality watch movement has 17 or more jewels. 17 or more points of protection, and bears the unequalled Benrus Unconditional 3 Year Guarantee. In fact—you can count on a whole lifetime of faithful service. Every Benrus is just that fine a watch.

Every Benrus watch movement must perform properly for 3 full years or Benrus will repair or replace it fast . . . and FREE!

BENRUS UNCONDITIONALLY 3 YEARS GUARANTEED

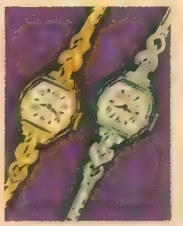
Lady Henrietta—Small enough to fit through a wedding band 17 jewels faceted crystal Yellow top with stainless steel back Matching adjustable expansion bracelet.
7697W3390 Retail $65.00
Lady Henrietta "W" Same as above in white
7698W3390 Retail $65.00

Lady Marilyn—Exciting 17 jewel creation features sector dial highlighted by sparkling faceted crystal. Yellow top with stainless steel back. Elegant flexible, adjustable bracelet with safety chain
7699W3390 Retail $66.00
Lady Marilyn "W" Same as above in white
7700W3390 Retail $65.00

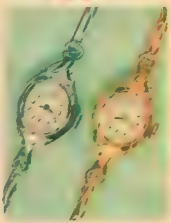
The retail prices used in this catalog are either those as supplied to us by the manufacturer or those we ourselves have determined as a fair and normal retail price.

Every Benrus watch comes beautifully gift boxed.

Lady Sandy—17 jewel model featuring round petite dial within marquise shaped faceted crystal. Yellow top with stainless steel back Tapered J-B adjustable expansion bracelet with safety chain.
7701W3390 Retail $71.50
Lady Sandy "W"—Same as above in white
7702W3390 Retail $71.50



Lady Wendy "21"—Delicately styled 21 jewel creation. Yellow top with stainless steel back Matching adjustable expansion bracelet accents the beauty.
7703W3090 Retail $59.95
Lady Wendy "W" "21"—Same as above in white
7704W3090 Retail $59.95



Lady Judith—Ultra smart 17 jewel oval creation with full figure dial. Case beautifully crafted in fluted design Yellow top, stainless steel back, Matching adjustable expansion bracelet.
7709W2790 Retail $49.95
Lady Judith "W"—Same as above in white
7710W2790 Retail $49.95

Manufacturer's Suggested List Prices Include Federal Excise Tax

Lord Alden—Modern, masculine case with yellow top and stainless steel back. 17 jewel shock absorbing movement, unbreakable mainspring. Easy to read full figure dial. Attractive J-B adjustable expansion band.
7707W2790 Retail $49.95

Lord Alvin "21"—Bold, contemporary styling to please any man. 21 jewels. Superbly fashioned yellow top, stainless steel back case Shock absorbing movement, unbreakable mainspring. Matching adjustable expansion band
7708W3390 Retail $65.00

Lord Alexander Square, smart and modern. This handsome 17 jewel model features brilliant gold color markers and sweep second hand. Yellow top, stainless steel back. Adjustable expansion band.
7709W3090 Retail $59.95

Lord Alexander "Z"—Same features as model Lord Alexander but with black dial.
7710W3090 Retail $59.95

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

BEHIND EVERY

ULYSSE NARDIN

WATCH IS THIS

WORLD-WIDE GUARANTEE

The Ulysse Nardin Guarantee is recognized throughout the world and will be honored by the Ulysse Nardin agent wherever you are. A Certificate of Origin, bearing the registered number of your individual movement, is issued with every watch and is your guarantee of high precision and dependability.

Every Ulysse Nardin watch must pass through numerous tests before it leaves the factory. Therefore Ulysse Nardin unhesitantly guarantees your watch against any manufacturing defects or adjustments for a period of one year.

Every Ulysse Nardin watch is guaranteed and individually registered.

Presented in beautiful Deluxe boxes.

Leading research organization rates ULYSSE NARDIN as one of the five top quality watches in the world.

From the beginning of every action stands faith. The settlers in a country, the promoters of a company, all those who did realize any great and lasting accomplishment, at first placed themselves under the protection of God, then relied on their own judgment and courage.

Under these conditions only, men's undertakings are to thrive and survive.

—Excerpt from the Bible of Leonard Frederic Nardin

Nine Grand Prizes Ten Gold Medals

ULYSSE NARDIN

SKIPPER

Ultra thin water resistant. Sweep second hand. Fine Alligator strap.

6097W7750 — Retail $156.00

Goldfilled case—17 jewel

6098W9750 — Retail $195.00

14k gold case—17 jewel

OLYMPIC

Ultra thin attractive style, for professional men. Sweep second hand. Fine Lizard strap. Goldfilled case—17 jewel

6099W7500 — Retail $156.00

CLASSIC

Ultra thin, simple futuramic design, mirror lapped finish case. Fine Lizard strap. Goldfilled case—17 jewel

6096W6750 — Retail $135.00

DIPLOMAT

Ultimate in grace, slender and elegant, for professional men. Sweep second hand. Fine Alligator strap

7002W10200 — Retail $204.00

14k gold case—17 jewel

POLARIS AUTOMATIC

Dynamic and handsome automatic, 14k gold water-resistant case. Fine Alligator strap. 14k gold case—21 jewel

6087W12750 — Retail $255.00

REPORTER

Ultra thin stainless steel water resistant. Sweep second hand. Fine Lizard strap

6095W8250 — Retail $165.00

Stainless steel water resistant case—17 jewel

NOBILITY

Square, ultra thin as a coin, exclusive and elegant with fine Alligator strap. 14k gold case—17 jewel

7000W11250 — Retail $225.00

NAVIGATOR AUTOMATIC

Simple modern style automatic, 14k gold water-resistant case. Fine Alligator strap. 14k gold case—21 jewel

6088W11750 — Retail $235.00

DIRECTOR

Thin as a coin, distinctive design, mirror lapped finish case, with fine Alligator strap. 14k gold case—17 jewel

7004W10200 — Retail $204.00

SEA GULL AUTOMATIC

Sleek, masculine, rugged automatic, mirror lapped goldfilled case, water-resistant. Fine Lizard strap.

6085W8250 — Retail $165.00

Goldfilled case—17 jewel

6092W8250 — Retail $165.00

Stainless steel -17 jewel

AQUACADE AUTOMATIC

Distinctive self-winding automatic, 14k gold water resistant case. Fine Alligator strap

6089W12500 — Retail $250.00

14k gold case—21 jewel

EXPLORER AUTOMATIC

Uniquely styled automatic with goldfilled water resistant case. Fine Lizard strap.

6086W7800 — Retail $156.00

Goldfilled case—17 jewel

All watches illustrated in this catalog are fitted with famous Ulysse Nardin movements that are adjusted to temperature, shock protected, with unbreakable mainsprings, and all have 14k gold applied dials.

Retail prices are suggested only and may vary in different trading areas.

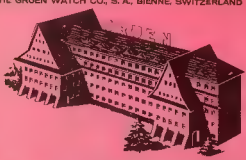
Watches shown are slightly reduced in size. Add 10% Excise Tax if not for Resale.

Bennett—Your source for excellent watch values.

GRUEN

THE *Precision* WATCH SINCE 1874

THE GRUEN WATCH CO., S. A., BIENNE, SWITZERLAND



OUR OWN PRECISION* WATCHMAKING FACTORY

DRESS-WATERPROOF*

MARINER

Handsome. Shock and dust resist. 17 jewels. Nite-glo dial. Chrome plated top, stainless steel back. Expansion band.

4830W1638 . . . Retail $39.75

NEW SHAPE

ADAMS

Designers favorite. 17 jewels. Stainless steel back. Satin fin sh dial

4831W2395 . . . Retail $49.75

VERI-THIN*

PLAZA

Dressy sunburst dial. 17 jewels. Faceted arrowhead hours. Expansion band.

4832W2275 . . . Retail $49.75

Plaza, black dial

4833W2275 . . . Retail $49.75

17 JEWELS

MICHELE

Shimmering 10 kt. rolled gold plated top, stainless steel back. Faceted expansion bracelet.

4839W2209 Retail $39.75

Michele, white case

4840W2289

Retail $39.75

17 JEWELS

JASON

Dazzling shed design. Florentined bezel. Contoured expansion band. Raised hour markers.

4834W2755

Retail $55.00

2 DIAMONDS

DIAMOND DREAM

Truly a dream! 10 kt. rolled gold plated top, stainless steel back. 17 jewels. Expansion bracelet

4841W2788 . . . Ret. $59.50

Dia. Dream, yellow case

4842W2788 . . . Retail $59.50

17 JEWELS

DAWN

Dainty Sophisticate. 10 kt. rolled gold plated top, stainless steel back. Raised hour markers. Expansion bracelet.

4837W2328 Ret. $49.75

Dawn, white case

4838W2328 . . . Retail $49.75

DRESS-SPORT

SEA SPRITE

Perfect—4 ways. Waterproof* 17 jewels. Chrome plated top, stainless steel back. Expansion bracelet.

4835W2093 . . . Retail $39.75

DRESS-WATERPROOF*

NYMPH

Nite-glo hands. Shock, dust resist 17 jewels. Expansion bracelet.

4836W2746

Retail $59.50

*as long as case, crown, crystal remain intact.

JUBILEE GRUEN 90TH ANNIVERSARY VALUES

RETAIL PRICES INCLUDE FEDERAL TAX . . SELLING PRICES DO NOT

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS . . ARE ANTI MAGNETIC . . WITH DUST AND SHOCK PROOF CROWNS . . AND GRUEN PRECISION® MOVEMENTS

BENNETT BROTHERS, INC.—Your source for excellent watch values.

ULYSSE NARDIN

ATLAS AUTOMATIC

Self winding automatic calendar-date. 18k gold case. Fine alligator strap. 14k gold buckle.

6084W2500 — Retail $450.00

18k gold case—Calendar-date 21 jewel

HIS EXCELLENCY

Designed for the man whose standards of quality are above consideration of price. 18k gold extra flat case. Fine leather strap with 14k gold buckle. 18k gold case—17 jewel

6076W2500 — Retail $450.00

SEA CAPTAIN AUTOMATIC

Automatic calendar watch. Dial window shows day of month. 14k cape top stainless steel back, water-resistant case. Fine Lizard strap.

6093W12000 — Retail $240.00

14k gold cape top, stainless steel back—21 jewel

6094W9250 — Retail $195.00

All stainless steel case—17 jewel

PRINCESS

Magnificent 14k white gold case and bracelet set with 4 brilliant full cut diamonds. Faceted crystal. 14k white gold 4-diamonds—17 jewel

7008W21000 — Retail $420.00

MARQUISE

Dynamic, newest luxurious watch in years. 14k gold case with 14k gold woven mesh bracelet. 14k yellow gold—17 jewel

7008W16500 — Retail $330.00

HA[illegible]

Tailored, dainty and elegant design for evening and sportswear, with fine strap.

7011W8250 — 14k yellow gold –17 jewel — Retail $165.00

GOLDEN STAR

Captivating latest fashion, 14k gold case with 14k gold bracelet. Faceted crystal

7007W19000 — 14k yellow gold—17 jewel — Retail $380.00

FAIR LADY

Elegant simplicity, new oval shaped case with silk cord

7016W7500 — Retail $150.00

14k yellow gold—17 jewel

7017W7500 — Retail $150.00

14k white gold—17 jewel

DREAM GIRL

Fabulous creation, case capped to a mirror like finish with faceted crystal and silk cord

7018W7800 — Retail $156.00

14k white gold—17 jewel

7019W7800 — Retail $156.00

14k yellow gold—17 jewel

MONA LISA

Dainty and petite, actually smaller than a dime, with faceted crystal and silk cord.

7020W8700 — Retail $174.00

14k yellow gold—17 jewel

7021W8700 — Retail $174.00

14k white gold 17 jewel

VENUS

Fabulous creation, case capped to a mirror-like finish, with cord

7014W7600 — Retail $152.00

14k white gold—17 jewel

7015W7600 — Retail $152.00

14k yellow gold—17 jewel

LADY LOVE

Simple and graceful is this creation in mirror-like finish, with cord.

7012W7200 — Retail $144.00

14k yellow gold—17 jewel

7013W7200 — Retail $144.00

14k white gold 17 jewel

GODDESS

Simple and dainty, actually smaller than a dime, gold case set with 2 full cut brilliant diamonds. A product of master craftsmen. Silk cord

7022W11250 — Retail $225.00

14k white gold 17 jewel

CLEOPATRA

Breathtaking in its execution, 4 full cut brilliant diamonds set in a stunning 14k white gold dust protected case, with silk cord

7023W13500 — Retail $270.00

14k white gold—17 jewel

FIRST LADY

Beautifully designed gold case set with 8 brilliant full cut diamonds, with silk cord

7025W15750 — Retail $315.00

14k white gold 17 jewel

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Bennett—Your source for excellent watch values.

GRUEN

THE NEWEST LOOK IN TIME®

VERI-THIN® WATERPROOF®
Veri-Thin SATELLITE
Slim trim perfect on. All stainless steel case, 17 jewels. Shock and dust resist. N te-glo dial. Matching expansion band
4854W2370 . . . Retail $49.75

VERI-THIN® WATERPROOF®
Veri-Thin CADET
Slim, handsome dress waterproof 10 kt. rolled gold plated case. Shock, dust resist. hite-glo dial, 17 jewels. Expansion band.
4859W2595
Retail $59.50

VERI-THIN® WATERPROOF®
Veri-Thin HARVARD
Shadow slim waterproof. Shock and dust resist. N te-glo dial. 17 jewels. Rugged expansion band.
4855W2755
Retail $55.00
VT Harvard, black dial
Retail $55.00

NEW STYLE
PETITE ELLEN
Tiny, utterly feminine. 10 kt. rolled gold plated case with matching Kreisler expansion bracelet. 17 jewels.
4865W3563
Ret. $71.50
Petite Ellen, white case
4866W3563
Retail $71 50

14 KT. GOLD 4 DIAMONDS
DIAMOND LADY
Diamonds sparkle in lacy splendor. Tapered florentine expansion bracelet. 17 jewels. Easy-to-read dial.
4867W4608 . . . Ret. $100.00
Dia Lady, yellow case
4868W4608 . . . Ret. $100.00

VERI-THIN® WATERPROOF®
Veri-Thin WARREN
Dress waterproof . . . for social, work or sport. Shock and dust resist. 17 jewels. N te-glo dial. Expansion band
4858W2755 . . . Retail $55.00

VERI-THIN® WATERPROOF®
Veri-Thin EAGLE
Drafted with precision. Shock and dust resist. N te-glo dial. 17 jewels. Expansion band.
4855W2705 . . . Retail $59.50

4 DIAMONDS
DIAMOND JO
All-a-ng combination . . . rega- simplicity. Rhinestone immersion bracelet. 17 jewels. 10 kt. rolled gold plated top, stainless steel back.
4864W4235
Retail $85.00

PETITE 17 JEWELS
PETITE JULIET
Delicately designed, precision crafted. 10 kt. rolled gold plated case. Kreisler adjustable bracelet
4862W3550
Retail $71.50
Petite Juliet, white case
4863W3550
Retail $71.50

14 KT. GOLD
PETITE DORIS
Pear shaped beauty. Faceted crystal. 17 jewels. Beautiful florentined expansion bracelet.
4860W4050 . . . Ret. $75.00
Petite Doris, white case
4861W4050 . . . Ret. $75.00

The Distinctive Veri-Thin

RETAIL PRICES INCLUDE FEDERAL TAX . . .
SELLING PRICES DO NOT

*as long as case, crown, crystal remain intact

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS . . . ARE ANTI-MAGNETIC . . .
WITH DUST AND SHOCK PROOF CROWNS . . . AND GRUEN PRECISION® MOVEMENTS.

BENNETT BROTHERS, INC.—Your source for excellent watch values.

THE GRUEN WATCH COMPANY

Bienne
Geneva
Toronto
New York
Los Angeles

GIFT PACKAGE

Self-winding Autowind winds itself on your wrist

25 JEWELS SELF-WINDING
AUTOWIND® JETSTREAM
Superb timepiece. Waterproof*. Shock, dust resist. Nite-glo dial. Chrome plated top, stainless steel back. Expansion band.
4843W3538 . . . Ret. $75.00
AW Jetstream, black dial
4844W3539 . . . Ret. $75.00

SELF-WINDING WATERPROOF*
AUTOWIND® POWERGLIDE
Distinctive timepiece. Shock, dust resist. 17 jewels. Nite-glo dial. Smartly styled Krastler expansion band.
4845W3415 Ret. $65.00
AW Powerglide, black dial
4846W3416 Ret. $65.00

SELF-WINDING WATERPROOF*
AUTOWIND® ACCUMATIC
Sleek styling. 17 jewels. Chrome plated top, stainless steel back. Nite-glo dial. Shock, dust resist. Expansion band.
4847W2845 . . . Retail $59.50
AW Accumatic, black dial
4848W2845 . . . Retail $59.50

25 JEWELS SELF-WINDING
AUTOWIND® MERRIL
Waterproof*. Sunburst dial. Nite-glo dial. Shock, dust resist. Expansion band.
4849W3133
Retail $85.00

25 JEWELS SELF-WINDING
AUTOWIND® IMPERIAL
Waterproof*. Shock and dust resist. Florentine design dial. 10-kt. rolled gold plated top, stainless steel back. Expansion band.
4853W4821
Retail $65.00

SELF-WINDING WATERPROOF*
AUTOWIND® ROMARC
Rugged dress-watch. 17 jewels. Nite-glo dial. Shock and dust resist. Sweep-second hand.
4863W2180
Retail $55.00

SELF-WINDING WATERPROOF*
AUTOWIND® FALCON
Thin all steel, mirror finish case. Shock, dust resist. Nite-glo dial. 17 jewels. Expansion band.
4851W3483
Retail $65.00

CALENDAR SELF-WINDING
AUTOWIND® EXECUTIVE
Waterproof*. Shock, dust resist. Nite-glo dial. 17 jewels. Magnified date window. Swan-necked expansion band.
4850W4038
Retail $65.00

*as long as case, crown, crystal remain intact.

Precision Perfection... New Gruen Autowind with Extra Reserve Power

RETAIL PRICES INCLUDE FEDERAL TAX . . . SELLING PRICES DO NOT

ALL GRUEN WATCHES HAVE UNBREAKABLE MAINSPRINGS . . . ARE ANTI-MAGNETIC . . . WITH DUST AND SHOCK PROOF CROWNS . . . AND GRUEN PRECISION® MOVEMENTS.
Retail Prices are suggested only and may vary in different trading areas

DEPT. T

MATTEL INC.

SKIPPER ENSEMBLE PAKS – LESS DOLL

SILK 'N FANCY

Pretty dress with white satin skirt, petticoat with lace ruffles, red velvereen top, black shoes, white socks, gold elastic headband.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–706	1902	7½ lbs.	$ 1.50

Twenty-four in a carton

SUNNY PASTELS

Pastel striped dress with gold circles dripping from pink tree, purse to match also white socks and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–918	1910	5½ lbs.	$ 1.50

Twenty-four in a carton

DAY AT THE FAIR

Red denim skirt with Barbie–print blouse and kerchief, pocket in skirt, which hold tiny Barbie–doll also red shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–975	1911	6 lbs.	$ 1.50

Twenty-four in a carton

COOKING TIME

Navy blue and white dress with belt, cooking utensils, cookbook & cookie mix. Red flat shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–007	1912	6 lbs.	$ 1.50

Twenty-four in a carton

FLOWER GIRL

Beautiful yellow flower girls dress & white overdress, white shoes, socks / gloves and a bouquet, a ring of flowers for hair.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–748	1904	5 lbs.	$ 2.00

Twenty-four in a carton

SKATING FUN

Red tights with sweater top, red velvet short skating skirt, white fur hat, muff, white shoe skates.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–839	1908	7½ lbs.	$ 2.00

Twenty-four in a carton

ME–N– MY DOLL

Pink gingham dress, pink ruffled petticoat, white socks, white shoes & tiny Barbie–doll in checked skirt.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–072	1913	6 lbs.	$ 2.00

Twenty-four in a carton

BARBIE 'N MIDGE FOR BARBIE DRESSMAKING

Stock No.	Mfg. No.	Wt. ctn.	Each
492-348	1831	6 lbs.	$ 1.00

Seventy-two in a carton

SHOE WARDROBE

Stock No.	Mfg. No.	Wt. ctn.	Each
492-371	1833	6 lbs.	$ 1.00

Seventy-two in a carton

BARBIE SEW-FREE MASTER ASSORTMENT NO.1700

Includes 72-assorted Sew-Free-Fashion-Fun costumes for Barbie, Six each of all twelve selections. A complete line, each one is individually packaged in own self-selling illustrated display box. **For all Barbie and Midge dolls.**

Qty-	Item-
1 Each	Barbie Sew-Free Assortment No. 1 (1740) (24 Costumes)
1 "	Barbie Sew-Free Assortment No. 2 (1741 (24 Costumes)
1 "	Barbie Sew-Free Assortment No. 3 (1742) (24 Costumes)

3 COUNTER DISPLAY UNITS and display cards.

Stock No.	Mfg. No.	Wt. ctn.	Per Asst.
481-747	1700	18½ lbs.	$ 109.00

One assortment in a carton

BARBIE SEW-FREE ASSORTMENT No.1 (1740)

Includes twenty-four assorted low-priced Sew-Free fashion-fun costumes **for all Barbie and Midge-dolls.** Each outfit individually packaged.

Qty-	Item	
6 each	Sorority Tea	(No.1703)
6 "	Pretty Traveler	(No.1706)
6 "	Hootenanny	(No.1707)
6 "	Patio Party	(No.1708)

1 Counter Display Unit and Display Card

Stock No.	Mfg. No.	Wt. ctn.	Per Asst.
481-762	1740	6 lbs.	$ 25.00

One assortment in a carton

BARBIE SEW-FREE ASSORTMENT No.2 (1741)

Twenty-four assorted popular range sew-free fashion-fun-outfits for all **Barbie and Midge-dolls.** Each costume individually boxed

Qty	Item	
6 each	From Nine to Five	(1701)
6 "	Debutante Party	(1711)
6 "	Day In Town	(1712)
6 "	Sightseeing	(1713)

1 " Counter Display Unit and Display Card

Stock No.	Mfg. No.	Wt. ctn.	Per Asst.
481-770	1741	6½ lbs.	$ 37.00

One assortment in a carton

BARBIE SEW-FREE ASSORTMENT NO.3 (1742)

Contains 24-assorted top-of-the-line Sew-Free Fashion fun costumes **for all Barbie and Midge-dolls.** Each Costume packaged individually.

Qty-	Item-
6 each	Moonlight 'N Roses (1721)
6 "	Stardust (1722)
6 "	Day & Night (1723)
6 "	Golden Ball (1724)

1 " Counter Display Unit and Display card

Stock No.	Mfg. No.	Wt. ctn.	Per Asst.
481-812	1742	7 lbs.	$ 49.00

One assortment in a carton

BARBIE FASHION QUEEN

Dressed in gold striped swim suit with matching beach hat. Three different style wigs with wig stand.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-070	870	9½ lbs.	$ 6.00

Twelve in a carton

ENSEMBLE PAKS – LESS DOLL

KEN AND ALLAN

KING ARTHUR

Silver suit emblazoned with griffin & red satin surcoat with gold belt also silver shield, sword, scabbard/ Red spurs/ silver helmet.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–928	0773	6 lbs.	$ 4.00

Twelve in a carton

AIRLINES CAPTAIN

Authentic uniform, midnight blue trousers and jacket/ silver braid, blue visor cap, black shoes and socks, also flight log.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–860	0779	4½ lbs.	$4.00

Twelve in a carton

TUXEDO

Tuxedo with satin faced lapels, dress shirt, socks, shoes and bow–tie.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–740	0787	6½ lbs.	$ 4.00

Twelve in a carton

SPECIAL DATE

Dark blue coat and trousers, white shirt dress, red tie, black shoes/socks

Stock No.	Mfg. No.	Wt. ctn.	Each
491–936	1401	5 lbs.	$ 4.00

Twelve in a carton

SKIPPER

UNDER PRETTIES

Full skirted petticoat and panties of sheer nylon, also pink hair rollers & mirror/ comb/ brush.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–557	1900	6½ lbs.	$ 1.50

Twenty-four in a carton

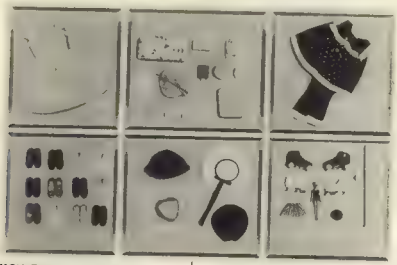
RED SENSATION

Dashing red dress, white hat trimmed with red ribbon, white nylon socks & gloves/ red shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–581	1901	5 lbs.	$ 1.50

Twenty-four in a carton

FASHION PAK ASSORTMENTS



SKIPPER FASHION PAK ASSORTMENT

Twenty-four assorted fast-selling Fashion-Paks including hats/shoes/sports accessories/pajamas **(All Fit Skooter and Skipper's friend.**

Qty-	Item-
4 each	SHOE PAK
4 "	WOOLY P.J's.
4 "	BEAUTY BATH
4 "	Just-For-Fun
4 "	PARTY PINK
4 "	Hats 'N Hats

DISPLAY Unit and Display Card

Stock No.	Mfg.No.	Wt.asst.	Per Asst.
493-932	1375	2½lbs.....	$ 24.50

One assortment in a carton

BARBIE FASHION PAK ASSORTMENT NO. 2

Contains- thirty-six assorted items including, lingerie/sports clothes/dresses/coats/accessories. **(Fit all Barbie and Midge-dolls.**

QTY-	Item-
4 each	Lovely Lingerie (Asst. colors)
4 "	Ruffles 'N Lace
4 "	Sweet Dreams
2 "	What's Cooking '(Red & White)
4 "	"Jumping-Jeans"
4 "	In-The-Swim (Assort. colors)
3 "	Spectator Sport " "
3 "	Go Everywhere " "
2 "	Campus Belle (Rose and Blue)
3 "	On The Go
3 "	"Going To The Ball"

DISPLAY UNIT and Display Card

Stock No.	Mfg.No.	Wt. asst.	Per Asst.
492-264	1398	2½lbs.....	$ 36.50

One assortment in a carton

BARBIE FASHION PAK ASSORTMENT NO. 1

Thirty-six assorted Fashion Paks, including, Hats/accessories, Sports clothes **(All Fit Midge-dolls)**

QTY-	Item-
3 each	"Fashion Accents"
4 "	For Barbie Dressmakers
3 "	Costume Complete
4 "	Color Coordinates
4 "	Dress-Up-Hats
3 "	Fashion-Feet
3 "	Shoe Wardrobe
4 "	For Rink & Court
4 "	Leisure Hours
4 "	Barbie's Boudoir

DISPLAY UNIT and Display Card

Stock No.	Mfg.No.	Wt.asst.	Per Asst.
492-272	1399	2½ lbs.....	$ 36.50

One assortment in a carton

MATTEL INC.

ENSEMBLE PAKS – LESS DOLL

SKIPPER HAPPY BIRTHDAY

Blue and white organdy party dress & white hat, hair ribbon, blue and white petticoat, white shoes, socks & gloves, includes birthday cake, present, invitation/doily/napkins/snappers.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–726	1919	4 lbs.	$ 3.00

FUN TIME

Blue capris, jacket and shell, green & blue plaid blouse, blue shoes, croquet mallet, ball, wickets and skate.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–759	1920	4 lbs.	$ 3.00

SCHOOL GIRL

Red, white checked pleated skirt, red jacket with white blouse, red hat and shoes, white socks/ glasses, book & pencil also apple.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–767	1921	4 lbs.	$ 3.00

All above, Twelve in a carton

SKIPPER TOWN TOGS

Green felt jumper and coat, yellow knit blouse. Checked hat/ long hose/shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–809	1922	4 lbs.	$ 3.00

Twelve in a carton

RICKY LIGHTS OUT

Yellow pajamas, terry robe & scuffs-

Stock No.	Mfg. No.	Wt. ctn.	Each
493–825	1501	6 lbs.	$ 2.00

Twenty-four in a carton

SATURDAY SHOW

White shirt, tie, slacks, socks and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–866	1502	6 lbs.	$ 2.00

Twenty-four in a carton

RICKY SUNDAY SUIT

Striped blazer, tapered slacks, socks, shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–908	1503	6 lbs.	$ 2.00

Twenty-four in a carton

LITTLE LEAGUER

Blue jeans/knit shirt/sneakers, socks-baseball cap/ mitt and baseball.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–916	1504	6 lbs.	$ 2.00

Twenty-four in a carton

SKIPPER ENSEMBLE PAKS– LESS DOLL

PARTY PLATTER

Full length dress with blue velvereen bodice and red plaid full skirt, pom-pon trim, red shoes. Record player and 2 records.

Stock No.	Mfg.No.	Wt.cm.	Each
493–379	1914	6 lbs.	$ 2.00

Twenty-four in a carton

OUTDOOR CASUALS

Blue stretch capris, blue bulky sweater and knit dickey, white shoes & white, short gloves, red Yo-yo.

Stock No.	Mfg.No.	Wt.cm.	Each
493–494	1915	6 lbs.	$ 2.00

Twenty-four in a carton

RAIN OR SHINE

Bright yellow belted trench coat/match-Barbie. Yellow rain hat, close umbrella and white vinyl boots.

Stock No.	Mfg.No.	Wt.cm.	Each
493–551	1916	6 lbs.	$ 2.00

Twenty-four in a carton

BALLET CLASS

Black knit practice leotard and tights, glittering pink tutu, pink ballet shoes and pink satin shoe bag, ring flowers for hair/ Ballet program.

Stock No.	Mfg.No.	Wt.cm.	Each
490–755	1905	7½ lbs.	$ 2.50

Twenty-four in a carton

DRESS COAT

Red velvereen fitted coat with gold buttons, white gloves, shoes, red velvereen purse and hat.

Stock No.	Mfg.No.	Wt.cm.	Each
490–805	1906	7½ lbs.	$ 2.50

Twenty-four in a carton

SCHOOL DAYS

White blouse, pink cardigan sweater& pink cotton flannel skirt. Pink knee length socks, black shoes, has knitting bowl.

Stock No.	Mfg.No.	Wt.cm.	Each
490–821	1907	7½ lbs.	$ 2.50

Twenty-four in a carton

DREAMTIME

Pink and white pajamas, pink robe & lace collar, slippers, accessories include a blue stuffed toy animal/ telephone/directory.

Stock No.	Mfg.No.	Wt.cm.	Each
490–847	1909	7½ lbs.	$ 2.50

Twenty-four in carton

LAND AND SEA

Blue denim pedal pushers, matching middy jacket and gob hat, striped knit blouse/ sunglasses/ shoes.

Stock No.	Mfg.No.	Wt.cm.	Each
493–601	1917	8½ lbs.	$ 2.50

Twenty-four in a carton

SHIP AHOY

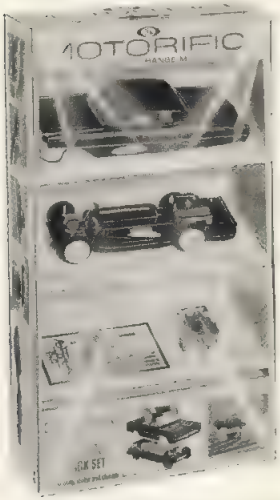
Dress has blue pleated skirt, red/white blue striped top and blue jacket, white-socks, red shoes, camera travel folder, sailboat.

Stock No.	Mfg.No.	Wt.cm	Each
493–635	1918	8 lbs.	$ 2.50

Twenty-four in a carton

TIGEROO™
Grab him by the tail—
he roars! Turns
almost everything
that moves into a
roaring, stalking tiger.

MOTORIFIC™
The quick-change motor action toy.
A handsome fleet of model autos
with interchangeable bodies.



HANDS DOWN™
The slap-happiest game ever!
An all-family favorite

ONLY IDEAL HAS GIVEN THEY'LL BE EVEN

TIP-IT™
Tipsy-turvy action game involving breathtaking balance and skill.

GLAMOUR MISTY™
The **Miss Clairol®** Doll—with hair you can color. Make her a blonde, redhead or brunette—then rinse out and start all over.

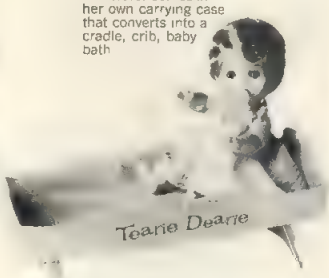
YOU 5 BIG ONES! BIGGER IN THE FALL

AND...

MISTY™
Tammy's sophist'cated, stylish friend. She wears all of Tammy's clothes and uses makeup, too.

TAMMY™
She's all grown up and more beautiful than ever. Gorgeous wardrobe. Each outfit comes complete with makeup for every occasion

TEARIE DEARIE™
She drinks, wets, cries real tears. Comes in her own carrying case that converts into a cradle, crib, baby bath



IDEAL ALSO HAS FALL SALES WILL BE

MOUSETRAP™
A riotously comical concoction. Build the trap — try to catch the mouse — get set for the chain reaction!

PEPPER™
She's Tammy's sister. A pretty little pixie with a cute wardrobe.

DODI™
Pepper's happy-go-lucky playmate. She has long, beautiful hair and wears all of Pepper's outfits.

CRAZY CLOCK™
The world's most alarm-ing game. Make the sleeping man jump out of bed.

THE PROVEN ONES! GREATER THAN EVER

AND...

FISHBAIT™
A wild, silly, "whale" of a game. Put together the wacky Fishbait contraption . . . watch the fish swallow the man.

BABY SNOOZIE™
An adorable little sleepyhead who moves, stretches, closes her eyes just like a real baby. Squeeze her and she cries.

TORTURE TRACK™
Grueling daredevil test track for the already successful MOTORIFIC fleet. Designed after the famous Detroit test runs.

IDEAL HAS THE SLATED FOR TOP

WHO ELSE BUT IDEAL HAS ALREADY HAD 5 SUCCESSES THIS YEAR...

SAILBOATS 1965

Rounding the mark of the new boating year is a record sailing fleet ranging from blithe sailboards to powerful racing yawls. Daysailers and small overnight-cruising boats, simple to sail and well suited to family boating, are increasing in popularity, and fiberglass is more in evidence as a building material, particularly among smaller hulls. Here's a look at the '65 sail fleet.

CHRIS-CRAFT

■ Just launched by the Chris-Craft Corp., Pompano Beach, Fla. is a 26'3" x 8'2" x '4' fin-keel sloop designed by Sparkman and Stephens for overnight cruising and daysailing. The Capri 26's fiberglass hull has berths for four, galley with icebox and sink, optional head, and a 301-sq. ft. masthead rig simple enough for single-handing. The cockpit measures 5½' long and there is space in the lazarette for mounting an outboard auxiliary. Other Chris-Craft sailboats are the 30' Capri sloop and the 35' sloop-rigged Sail Yacht. The fiberglass Capri is a keel-centerboard design with berths for five, enclosed forward stateroom, dinette and galley, and an enclosed head with sink and vanity. Optional 25-hp auxiliary power is available. The double-cabin Sail Yacht has fore and aft cabins separated by a large cockpit amidships. Cruising accommodations for six include two berths aft and four forward, fore and aft heads with washbasins, galley and mahogany drop-leaf table. Auxiliary power is a 60-hp Chris-Craft engine.

DOUGLASS & McLEOD

■ The 17' Thistle planing sloop is built by Douglass & McLeod, Inc., Box 311, Painesville, Ohio for one-design class racing with a crew of two or three or for daysailing with five aboard. The one-design Thistle, which is raced by 115 local fleets in the U.S. and Canada, is built of fiberglass or of one-piece 5-ply molded mahogany with a choice of an aluminum or Sitka spruce mast stepped on deck. Both fiberglass and wood hulls are sold complete or in any stage of construction. Another Douglass & McLeod one-design sloop, with fiberglass or wood construction similar to the Thistle, is the 20' Highlander, a planing sailboat with shallow draft and cockpit space for as many as ten.

PEARSON YACHTS

■ Fiberglass sailboats from the Pearson Yachts Division of Grumman Allied Industries, Bristol, R. I. range from the 7'6" Yacht Tender, a 65-pound dinghy with 32 sq. ft. of sail, to the Countess 44, an Alden-designed 44' ketch with a 109-hp Graymarine auxiliary. The Countess 44 is Pearson's newest hull, described as a "full-powered auxiliary" that combines ability under sail with 8-9-knot capabilities under power. The 44's below-decks arrangement provides a main cabin, galley and forward stateroom with adjacent head; three midship arrangements are offered at the owner's option. The deckhouse has a large windowed lounge with two berths in addition to the four berths below. The Countess 44's basic price is $37,800. Other Pearson sailboats are the 40'10" Rhodes 41, 37'8" Invicta, 34'9" Alberg 35, 32'6½" Vanguard, 28'6" Triton, 25'7" Ariel, 22'6" Electra, 22'6" Ensign daysailer, 16'4" Hawk, and 12'1" and 8' sailing dinghies.

DORCHESTER SHIPBUILDING

■ The Newporter one-design auxiliary ketch is built by the Dorchester Shipbuilding Corp., Dorchester, N. J. of wood sheathed in fiberglass. The boat's dimensions are 40' loa, 32' lwl, 13' beam and 4'11" draft. Standard equipment includes 836 sq. ft. of dacron sail, a 59-hp diesel auxiliary, sliding aluminum windows with safety glass and screening, a six-passenger dinghy carried on davits, electric refrigerator and three-burner propane range and oven in the galley, hot and cold water pressure system, and all safety equipment required by the Coast Guard. Below decks are berths for six in three separate cabins and a number of stowage areas including a raingear locker. Dorchester also builds the 9' Ack-Wa-Dink, a six-passenger dinghy of molded fiberglass for sailing or rowing.

GEORGE B. WALTON

■ George B. Walton, Inc., Box 1528, Annapolis, Md. has a fleet of wood and fiberglass auxiliaries ranging from the 29'5" H-28 ketch to the Walton 27' sloop or yawl. The 29'5" x 23'6" x 8'11" x 4' H-28 is a Herreshoff design built of Philippine mahogany over oak and yacal frames by Far East Yacht Builders with a basic price of $12,500 and berths for four to six. The 30'11" x 22'4½" x 8'5" x 4'6" Classic 31, sloop- or cutter-rigged is built of fiberglass with Honduras mahogany joinerwork below and sold at prices ranging from $12,950 less sails. Walton's fiberglass Chesapeake 32 is a Rhodes-designed cruising/racing sloop with luxury accommodations for five and full racing gear for a basic price of $17,955 in the racing model. The cruising model is $15,500. The 34'6" x 26'9" x 10'1" x 5'4" Far East 35 is a six-berth William Garden ketch built of Philippine mahogany over keyaki frames and priced at $19,500. The fiberglass Walton 37, rigged as a sloop or yawl, is a Sparkman and Stephens cruising/racing design with a basic sloop-rigged price of $33,500 and accommodations for six.

HENRY R. HINCKLEY

■ A new auxiliary sloop from Henry R. Hinckley & Co., Southwest Harbor, Maine is the teak-trimmed Hinckley 41, designed for racing or cruising. Below decks the fiberglass 41 is paneled in mahogany and her $35,500 price includes stainless steel bow and stern pulpits, all deck fittings, and a pressure water system. The company also builds the 30'5" Sou'wester 30; the 35'9" Pilot, available in a custom model with doghouse cabin and a main cabin with galley to starboard and a double berth and dinette to port, or in a standard version with galley aft and four berths in the main cabin; and the six-berth Bermuda 40.

THE FAR EAST 35 AUXILIARY KETCH

JOHN G. ALDEN'S 47' LADY HELENE

AMERICA'S CUP SAILORS RACING
7'11" DYER DHOW MIDGETS AT NEWPORT

ALCORT'S 13'2"
CATFISH CATAMARAN

THE LONE STAR
13 FIBERGLASS SLOOP

O'DAY'S 14' JAVELIN SLOOP

RAY GREENE'S
12' NIPPER SLOOP

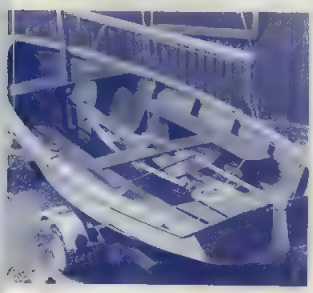
SAILBOATS 1965

THE ANCHORAGE

■ Dyer Dhows and class-D dinks are built by The Anchorage, Warren, R. I., of color-pigmented fiberglass reinforced plastic in both sailing and rowing models. The Dyer Dhow Midget is built in a standard 7'9" model and in a high-sheer 7'11" version, each with foam flotation, bronze hardware and Sitka spruce spars in the sailing model. The 9' Dyer Dhow is built in a sailing or rowing model with similar equipment, and the 10' class-D dink is built in a sailing model only. A fleet of Dyer Dhow Midgets, skippered by the afterguards of both America's Cup contenders, raced at Newport following the Cup races and is shown in the accompanying illustration.

ALCORT

■ Sailfish, Sunfish and Catfish fiberglass daysailers from Alcort, Inc., Box 1345, Waterbury, Conn., are lightweight sport craft with dacron sails, aluminum-alloy spars, built-in foam flotation, stainless-steel standing rigging, and fittings of brass, bronze, nylon, aluminum or stainless. The 13'2" Catfish catamaran is Alcort's newest hull, priced at $896 with a choice of red, white or blue decks on its white hull and 105 sq. ft. of sail available in white or white striped with red or blue. The Super Sailfish, a 13'7" sailboard with deck colors of yellow, green, red, blue or white and sails available striped or all-white, sells for $394. The 13'7½" Sunfish, with similar deck and sail color-options, is priced at $476. Also available are Philippine mahogany and marine plywood kits for the Sunfish and Super Sailfish and a wood kit for the 11'7½" Standard Sailfish. Prices, respectively, are $297, $239 and $209.



BAY CRAFT'S 14' RHODES BANTAM

RAY GREENE

■ Fiberglass sailboats from Ray Greene & Co., Inc., 508 S. Byrne Rd., Toledo, Ohio 43609 range from the 10' Vixen sailing dinghy to the 25'5" New Horizons auxiliary designed by Sparkman and Stephens. The 225-pound Vixen can be sailed or used as a tender with oars or a small outboard and is one of two Ray Greene dinghies, the other being a 61-pound 7' hull designed for use with the New Horizons. Two 12' sailboats are the one-design Nipper in both fiberglass and wood and the all-fiberglass Slipper. A new boat is the 14' fiberglass Rascal one-design sloop. The 16' one-design Rebel is built of fiberglass in a standard version and in two de luxe versions with and without a cuddy cabin. Standard on all Rebel models are roller-reefing gear, integral foamed-in-place floorboards, aluminum spars and stainless-steel standing rigging. Cruising boats from Ray Greene are the 24' Clipper One with facilities for overnight cruising and seats for six in her large cockpit, and the 25'5" New Horizons with berths for four, galley, hanging locker, enclosed head, and 30-hp Universal Atomic Four power.

FORMEX MARINE

■ Scamper II, a 73-pound sailboard with a striped nylon sail lateen-rigged on aluminum spars, is manufactured by the Formex Corp., Box 812, Elkhart, Ind. The unsinkable Scamper sells for about $179 ready to sail.

FAR EAST YACHT BUILDERS

■ The Far East 35, a new 34'6" ketch designed by William Garden, is built of 1-1/16" Philippine mahogany planking over keyaki frames with keel, stem, knees and deadwood of yacal by Far East Yacht Builders, Inc., 2015 Windward Lane, Newport Beach, Calif. The 34'6" x 26'9" x 10'1" x 5'4" hull has a deckhouse of Philippine mahogany, decks and cabin tops of fiberglass-covered plywood, cabin flooring of teak, and paneling below of satin-finished Philippine mahogany. Below decks are berths for six, head with linen locker, and galley with three-burner stove, icebox, and sink with fresh- and saltwater pumps. Auxiliary power is a 30-hp Universal Atomic Four.

BAY CRAFT

■ Bay Craft sailboats from Bay City Boats, Inc., 1833 First St., Division 1015, Bay City, Mich. 48709 are sold in various stages of construction from kits to ready-to-sail craft. Kits have pre-erected frames with all holes drilled and other parts precut. The fleet consists of the 14' Rhodes Bantam one-design daysailing sloop, the 22' Mystic auxiliary sloop, and the 29'9" Majestic, available with sloop or yawl rig. The company also has powerboats from 17' to 42' in kit form.

O'DAY CORP.

■ Fiberglass daysailing and overnight cruising sailboats are built by the O'Day Corp., 168 Stevens St., Fall River, Mass. Newest and smallest in the O'Day fleet is the $239 70-pound Swift sailboard, a 10'4" x 38" fiberglass hull with foam flotation and a red, white and blue nylon lateen sail on aluminum spars. O'Day daysailers include the 15'8" x 5'11" Ospray which has two berths in its cuddy cabin, 125 sq. ft. of sail and a draft of 3'8" with the centerboard down; the 12'4" x 5' x 3'6" (CB draft) Widgeon with 90 sq. ft. of sail; the 14' x 5'8" x 3'10" (CB draft) Javelin; the 16'9" x 6'3" x 3'9" (CB draft) Day Sailer; and the 10'2" Sprite and 7'11" 7/11 sailing dinghies. Cruising boats from O'Day include the 19' Rhodes 19 with two berths in its cuddy cabin; the 19'2" Mariner with two berths, galley and head in a shelter cabin; and the 23'2" Tempest with two 6'6" berths, galley, head, and spacious cockpit.

JOHN G. ALDEN

■ John G. Alden & Co., designers and yacht brokers, have five molded fiberglass hulls and two wood boats ranging in size from the 36'4" Mistral sloop to the 49' Sea Sailer auxiliary ketch. The fiberglass hulls are the six-berth 36'4" Mistral sloop for cruising and racing; the 38'6" Challenger centerboard yawl with berths for six; the six-berth Caravelle 42' yawl, a keel boat similar in arrangement to the Challenger; the Countess 44 flush-deck full-powered auxiliary with berths for six; and the 49' Sea Sailer ketch, another full-powered auxiliary with several choices of cabin arrangement. Wood boats from Alden are the 47' Lady Helene full-powered auxiliary with berths for six in three separate areas, and the Montauk 37, a mahogany-and-cedar-planked powerboat with twin 200-hp diesels.

TAFT MARINE WOODCRAFT

■ Wood boat kits for building small sailing craft are sold by Taft Marine Woodcraft, 636 39th Ave., N.E., Minneapolis 21, Minn. The boats range from a $129 11'5½" sailboard with lateen-rigged sail on an aluminum spar to a 15'6" Windmill sloop, sold without sails for $274. The company also has a $349 Snipe-class boat, a $315 DN iceboat kit with steel runners included, and a $99 8' sailing dinghy with sails and a mahogany spar.

LONE STAR

■ A 13' fiberglass sloop, the Lone Star 13, has been launched by the Lone Star Boat Co., 1001 Industrial Ave., Plano, Texas. Lone Star's first sailboat, the 13 has two bilge boards port and starboard instead of a conventional centerboard. 93 sq. ft. of dacron sail, aluminum spars, and styrofoam flotation

THE 19' FLYING SCOT
FROM GORDON DOUGLASS

EVANSON'S 19'9"
CELEBRITY SLOOP

MOUNT DESERT'S
25½' AMPHIBI-CON

FEATHERSTONE'S
MERCATOR 30

NAUTICA'S 20'8"
FLAMINGO SLOOP

THE AQUA-CAT CATAMARAN

CAPE COD'S FIBERGLASS RAVEN

SAILMASTERS, INC.
22' CRUISING SLOOP

SAILBOATS 1965

P. EVANSON BOAT CO.

■ Two mahogany-plywood daysailers from P. Evanson Boat Co., 4110 Freeland Ave., Phila. 28, Pa. are the 19'9" Celebrity Class sloop and the sloop- or cat-rigged 16'10" Robin Class dinghy. The Celebrity is molded of six-ply 7/16" African mahogany and sold for $1995 with hollow Sitka spruce spars, stainless-steel standing rigging, stowage space in two lockers and six shelves, roller-reefing boom, lines, fittings and dacron sails. The Raven is sold for $625 less sails and $425 in kit form. Her hull is 5/16" mahogany with aluminum spars, stainless riggings, and roller-reefing boom.

GORDON DOUGLASS BOAT CO.

■ The 19' Flying Scot planing sloop is built of fiberglass by the Gordon Douglass Boat Co., Inc., Oakland, Md. The Flying Scot is a one-design class boat which sails and races in 49 fleets in the U.S. and Canada. The basic boat, sold for $2295 less sails, is equipped with aluminum spars, halyard winches, tilting rudder, contoured cockpit seats for as many as ten, and anubbing winches for the sheets. The 700-pound hull has 100 pounds of lead ballast in her fiberglass centerboard

DICKERSON BOATBUILDERS

■ The Dickerson 35, a 35' x 10'5" x 4' auxiliary ketch, is built by Dickerson Boatbuilders, Inc., Church Creek Rd., Cambridge, Md. The boat is built in single- or double-cabin versions of Philippine mahogany over steam-bent white oak frames with a 25-hp Graymarine auxiliary or an optional diesel. Below decks are accommodations for from four to six. Prices range from $13,650 for the single-cabin boat and from $14,950 for the double-cabin.

FEATHERSTONE IMPORTS

■ From the Netherlands come three fiberglass boats available in the U.S. from Featherstone Yacht Imports, 1 Goodwin's Court, Marblehead, Mass. The Mercator 30 is a raised-deck cruising hull, sloop- or ketch-rigged, in fiberglass with wood trim, decking and interior paneling. As a sloop, her price is $13,900 less sails. Featherstone also imports two small lapstrake daysailers, the Hollander, $1295 in fiberglass and $1595 in teak, and the ready-to-sail $495 Down-Easter fiberglass dinghy.

MOUNT DESERT

■ Controversy auxiliaries are built by the Mount Desert Yacht Yard, Inc., Mount Desert, Maine. The 25½' shoal-draft Amphibi-Con, designed for loading on a trailer for cruising or class racing, is sold as a wood kit for $1995, semi-finished in wood for $3995, as a fiberglass kit for $4980, or ready to sail for $6598. The 27'9" C/27, also trailerable, is sold in wood and fiberglass kits as well as in completed form at prices from $3795 to $9975. Controversy models built on custom order include the 24' Amphibi-Ette the C/26, the C/28, the C/30 and the family-cruising C/36 with berths for eight.

SAILMASTERS, INC.

■ A daysailer version of the 22' x 16'6" x 7' x 2'4" Sailmaster-22 fiberglass keel-centerboard sloop has been launched by Sailmasters, Inc., Box 520, Shelter Island, N. Y. 11964. The Sailmaster-22D has two berths in its cuddy cabin and an optional galley assembly and marine head. The MORC-approved cruising version of the 22 has four berths. Other Sailmaster yachts are the four-berth keel-centerboard S-26 sloop, a 30' keel sloop with six berths designed by Sparkman & Stephens and soon to be launched, and the Sailmaster 45, a sloop- or yawl-rigged ocean racer which the company claims is the world's largest stock fiberglass sailboat.

CAPE COD SHIPBUILDING

■ The Cape Cod Shipbuilding Co., Wareham, Mass. builds fiberglass sailboats in a range from a 9' dinghy to the 44' Tripp-designed Mercer 44, a flush-decked sloop or yawl with lead keel and bronze centerboard. Cape Cod also builds the 11½' Beverly sailing dinghy; the 15' Mercury and Rhodes 18', both available with keel or centerboard; the 15' Bullseye keel sloop; the 24' Raven centerboarder; the 23' Herreshoff-designed Marlin; the 16' Gemini planing sloop; the 30' Shields 30 racer/daysailer; the 30'6" fiberglass Atlantic class sloop, and the Cape Cod 30', a cruising auxiliary.

NAUTICA CORP.

■ Nautica Corp., Box 26, Paramus, N. J. has a new 14' cat-rigged planing hull for 1965, the Solitaire, designed for single handed racing or for daysailing with four aboard. Other Nautica boats are the 16' Maraudeur two-berth overnighter, built in fiberglass or wood; the 19'5" keel-centerboard Firebird sloop with two berths in her cuddy cabin; the 18'1" Corsaire with two large and two small berths in an enclosed cabin; the 20'8" Flamingo cruising/racing sloop with four berths; the 26'3" Cap Vert with berths for five; the 33' Cormorant ketch, a double-ended auxiliary with berths for six; and fiberglass Finn, Moth, 420 and 5-0-5 class boats.

AQUA-CAT

■ The 12'2" Aqua-Cat catamaran is built of foam-filled fiberglass by American Fiberglass Corp., Rockland Rd., Norwalk, Conn. The Aqua-Cat hull, with stainless fittings, a 28 sq. ft. dacron or canvas trampoline deck, kick-up rudders and 78 or 90 sq. ft. of sail, weighs 150 pounds and may be loaded on a car top. The price, in a choice of molded-in colors, is $695 with sails. The Aqua-Cat class sailing association has 18 active racing fleets all over the U.S. Recently launched by the company is an 18' version of the Aqua-Cat, a high-speed six passenger multihull with an A-frame lateen rig. The Aqua-Cat 18 is priced at $1795

DUOFORM MARINE

■ Auxiliaries designed by Gordon Munro Co. are built by Duoform Marine Corp. of America, 2 Hancock St., Quincy, Mass. 02171. The Duoform 27 has a hull of plywood planking over longitudinal frames with outside battens to cover the planking joints. Below decks she has a choice of two arrangements, both of which include a large sliding galley which covers a berth when in use and rolls under the deck when not in use. Other Duoform hulls are a light-displacement 27' auxiliary with accommodations for three adults and two children, and a 32'4½" raised-deck keel motorsailer with six berths and gas or diesel power options to 60 hp.

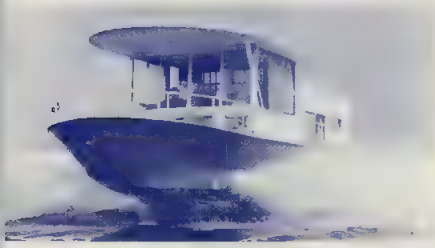
(Continued on page 257)

THE DOUBLE-CABIN DICKERSON 35

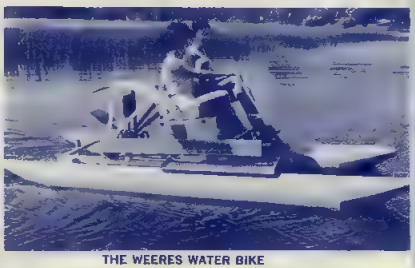
LAZY DAYS 43′ SPORTSMAN

KAYOT'S 31′ CAPRI

THE 30′ DRIFT-R-CRUZ HOUSEBOAT



THE 38′ RIVER QUEEN



THE WEERES WATER BIKE

ANCHOR PLASTICS 18′ DECK BOAT

BOATEL'S 36′ DEL RIO

fast-moving displays increase store traffic…boost sales

WESTCLOX
WESTCLOX
WESTCLOX

3" high

TRAVETTE—Only 3" square. Genuine leather case closes to compact 1¼" height. Raised numerals, shatterproof crystal. Convenient side shut-off alarm.

No. 44020 Tan Luminous. **$6.98** (E996)
No. 44022 Red Luminous . . **$6.98** (E996)
No. 44024 Brown Luminous. **$6.98** (E996)

3½" high

TRAVALARM—Sliding shutter front. Easel back. Closes like a clam for traveling. Nonbreakable case. Shatterproof crystal. Bell alarm.

No. 42002 Black Luminous. . . **$7.98** (E1138)
No. 42004 Ivory Luminous. **$7.98** (E1138)

3¼" high

TIME 'N TEMP TRAVEL CLOCK—Polished brass fittings on simulated leather case. Grain silver finish dia with pierced luminous hands. Raised, easy-to-read numerals. Easy to-read thermometer on dial tells temperature wherever you are

No. 44108 Red Luminous. . . **$7.98** (E1138)
No. 44110 Brown Luminous. . . **$7.98** (E1138)

3" high

TRAVELMATE—Genuine leather case is only 1⅛" high when closed. Polished brass fittings and bezel. Convenient side shut off alarm. Raised numerals on silver plated dial.

No. 44072 Tan Luminous. **$8.98** (E1282)
No. 44074 Red Luminous. **$8.98** (E1282)
No. 44076 Black Luminous. **$8.98** (E1282)

3⅞" high

WORLD TIME TRAVEL CLOCK—Hand crafted look reminiscent of ship's binnacle. Rich looking simulated leather , silk lined. Brass and white dial finish, bell alarm, polished brass hands. Time can be read in 24 worldwide time zones.

No. 44115 Tan **$9.98** (E1362)
No. 44117 Brown. **$9.98** (E1362)

13" wide
13¾" high
10" deep

WORLD TIME TRAVEL CLOCK ASSORTMENT NO. 19105 Global motif display stops traffic , sets up easily. Contains only 3 clocks

2—**No. 44115** Tan. **$9.98**
1—**No. 44117** Brown. **$9.98**
No. 19105 Assortment Consumer Price **$29.94** (E4086)

TRAVEL CLOCKS

Get this permanent travel clock display, (a $15.00 value) FREE with 12 clock assortment plus 6 clocks for back-up stock.

23" wide
25" high
8" deep

T.C.D. TRAVEL ASSORTMENT NO. 19107 CONTAINS:

BASIC STOCK:

1—**No. 44106** Touralarm II Tan Luminous **$5.98**
1—**No. 44020** Travette Tan Luminous. **$6.98**
1—**No. 44022** Travette Red Luminous **$6.98**
1—**No. 44024** Travette Brown Luminous. **$6.98**
1—**No. 42002** Travalarm Black Luminous **$7.98**
1—**No. 42004** Travalarm Ivory Luminous **$7.98**
1—**No. 44108** Time & Temp Red Luminous. **$7.98**
1—**No. 44110** Time & Temp Brown Luminous **$7.98**
1—**No. 44074** Travelmate Red Luminous. **$8.98**
1—**No. 44076** Travelmate Black Luminous. **$8.98**
1—**No. 44016** Travette DeLuxe Tan Luminous. **$9.98**
1—**No. 44114** DeLuxe Travalarm Silver/Black Luminous. **$10.95**

PLUS BACK-UP STOCK:

1—**No. 44104** Touralarm II Red Luminous **$5.98**
1—**No. 44106** Touralarm II Tan Luminous. **$5.98**
1—**No. 44020** Travette Tan Luminous. **$6.98**
1—**No. 44072** Travelmate Tan Luminous. **$8.98**
1—**No. 44018** Travette DeLuxe Red Luminous. **$9.98**
1—**No. 44048** Travalette Pear White Luminous. **$10.95**

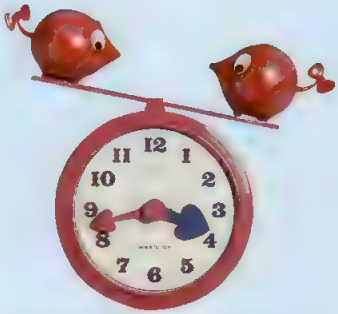
No. 19107 Assortment Consumer Price. **$146.58** (E20656)

Or buy assortment No. 19111 containing only 12 clocks (basic stock listed above) and get this display! You buy 11 clocks at regular cost and get the 12th one at retail ($6.98)

No. 19111 ASSORTMENT Consumer Price. **$97.73** (E14214)

NEW **CIRCUS PARADE**—Gaily marching circus animals border big beautiful electric nursery clock 9" diameter.
No. 82015 Electric Multicolor.. . . . **$5.98** (E786)

NEW **JUMBO ALARM**—Over sized alarm bells crown a gaily colorful keywound nursery clock. 9½" high
No. 82011 Keywound Strawberry Pink **$7.98** (E1138)



NEW **SEE-SAW**—Plump little piglets frolic on a see-saw . . . animate for several minutes after winding. Hands are heart-shaped 12⅝" high
No. 82009 Keywound Strawberry Pink. **$8.98** (E1282)

NEW **HICKORY-DICKORY-DOCK**—An enchanting grey mouse perches on a pretty children's clock. Nursery rhyme on case entertains the child. Electric clock 12⅝" high
No. 82019 Electric Peacock Blue **$8.98** (E1180)

enchanting

Wee Winkie

nursery clocks

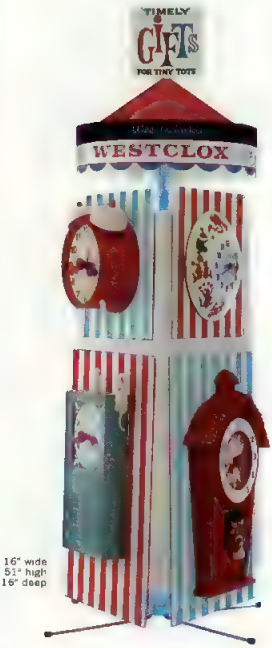
by **WESTCLOX**

- *Wonderful for nursery gifts*
- *Sparkling center of interest in children's room*
- *Teaches tot to tell time*
- *Handy timepiece for mother*
- *Entertaining for youngsters*

NEW **LITTLE RED BARN**—Vivid-red barn shaped clock has wide-eyed moo cow who swings for several minutes on ticking pendulum after winding. 17¾" high
No. 82007 Keywound Red **$9.98** (E1362)

FREE

gay-colored carousel display sparks sales



16" wide
51" high
16" deep

NEW **WEE WINKIE ASSORTMENT NO. 19113**—Three-sided revolving display contains any five clocks.

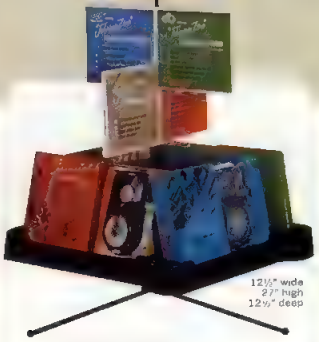
1—**No. 82007** Little Red Barn Keywound	$9.98
1—**No. 82009** See-Saw Keywound.	$8.98
1—**No. 82011** Jumbo Alarm Keywound	$7.98
1—**No. 82015** Circus Parade Electric	$5.98
1—**No. 82019** Hickory Dickory-Dock Electric	$10.98
No. 19113 Assortment Consumer Price	**$41.90** (F5748)

New official Johnny Zero pocket watches with man-sized appeal

unique face designs intrigue boys of all ages and all interests . . . handy vinyl clip-on carrying case fastens to belt or waist-band

"Johnny Zero"

OFFICIAL "Johnny Zero" BOYS' POCKET WATCHES by WESTCLOX



12½" wide
27" high
12½" deep

exciting display sends sales rocketing!

NEW JOHNNY ZERO ASSORTMENT NO. 39072 —Traffic stopping display assembles easily. Contains

3—No. 82021 Pro Sport $7.98
3—No. 82023 Air Force $7.98
3—No. 82024 Combat $7.98
3—No. 82027 Frontiersman $7.98

No. 39072 Asst. Consumer Price $95.76 (E13392)

Or buy Assortment No. 39068 containing only eight watches (2 of each) and get this Display! You buy 7 watches at regular cost and get the 8th one at retail ($7.98)

No. 39068 Assortment Consumer Price $63.84 (E9408)

NEW JOHNNY ZERO FRONTIERSMAN POCKET WATCH—Snap-lid covers face of watch. Rugged tan leather-like case. Covered wagon insignia. Sweep second hand.

No. 82027 Plain dial $7.98 (E1116)

SKY HOOK . . . an alternate fastener to waistband.

NEW JOHNNY ZERO COMBAT POCKET WATCH—24 hour military dial. Protective shield safeguards watch face. Olive drab simulated leather carrying case with crossed rifles insignia. Sweep second hand.

No. 82024 Luminous dial ..$7.98 (E1116)

NEW JOHNNY ZERO AIR FORCE STYLE POCKET WATCH—Face shows different time zones. Grey simulated leather case. Wings insignia. Sweep second hand.

No. 82023 Plain dial $7.98 (E1116)

NEW JOHNNY ZERO PRO-SPORT POCKET WATCH—Stop action feature for all major sports. Black simulated leather carrying case. A sports insignia. Sweep second hand.

No. 82021 Plain dial ... $7.98 (E1116)

appealing new permanent watch assortments

NEW **MEN'S AND LADIES' WATCH ASSORTMENT No. 39069**—Clear plastic front permits unrestricted visibility. Smart compact design. Permanent construction with attractive top. Pressure strips lock display on counter. Contains 9 watches.

1—37100 Ladies' Watch..... $18.95
1—37103 Ladies' Watch..... $14.95
1—37107 Ladies' Watch..... $16.95
1—37301 Pendant Watch..... $19.95
1—37303 Pendant Watch..... $19.95
1—38102 Men's Watch..... $12.95
1—38110 Men's Watch..... $17.95
1—38202 Men's Watch..... $17.88
1—38204 Men's Watch..... $19.95

No. 39069 Assortment Consumer Price $159.48 (£21350)

NEW **MEN'S WRIST WATCH ASST. No. 39070**—Colorful display sets up easily. Pilferproof. Six models attractively displayed.

1—38102 ..... $12.95
1—38104..... $13.95
1—38106 ..... $14.95
1—38107..... $15.95
1—38110..... $17.95
1—38204..... $19.95

No. 39070 Assortment Consumer Price $95.70 (£12846)

NEW **LADIES' WRIST WATCH ASST. No. 39071**—Same display features as Asst. No. 39070, contains six smartly styled ladies' watches.

1—No. 37101..... $13.95
1—No. 37103..... $14.95
1—No. 37105..... $16.95
1—No. 37100..... $18.95
1—No. 37207..... $18.95
1—No. 37209..... $19.95

No. 39071 Assortment Consumer Price ..... $103.70 (£.3826)

NEW **MODEL No. 37100**—Raised diamond cut numerals on a brushed silver background. Waterproof*. Luminous hands and numerals. Sweep second hand. Chrome plated case. Stainless steel expansion band.

No. 37100 17 jewel luminous dial **$18.95** (£2526)

NEW **MODEL No. 38202**—Raised diamond cut numerals and markers on a radial brushed silver background. Chrome plated case. Waterproof* Luminous dial and hands. Black leather strap in a fine basket weave pattern.

No. 38202 21 jewel luminous dial **$17.88** (£2384)

NEW **MODEL No. 37303**—Raised diamond cut numerals on a patterned silver background. Gold colored case in a cushioned swirl design. Sweep second hand. Faceted crystal. Gold color chain 29" long.

No. 37303 17 jewel Pendant watch **$19.95** (£2660)

NEW **MODEL No. 37301**—Raised diamond cut numerals and markers on a patterned silver background. Gold colored case in a round sunburst design. Faceted crystal. Gold color chain 29" long.

No. 37301 17 jewel Pendant watch **$19.95** (£2660)

Clue $2.99

You're the sleuth in this challenging detective game to discover the who, where and how of the crime. Use the clue cards to find the answers and enjoy a new plot every time. Weapons, notes included. Intrigue for 3 to 6 players, ages 8 to adult.

49 N 390—Shipping weight 2 lbs. 8 oz. $2.99

Mystic Skull $3.99

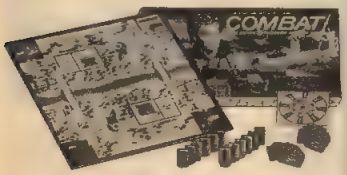
Skull dances on end of limb, then stops. The idea's to put "hex" on the other fellow by sticking pins in his voodoo doll. To win, just keep some pinholes in your doll open. Board, bone stirrer, tokens, dolls combine to tingle the spines of 2-4 players.

49 N 232—Shipping weight 2 pounds .. $3.99

Addams Family Game $1.77

Time for the annual Addams family midnight picnic in the cemetery, but nobody's there. Horrors! That's why you must round up 4 of them in front of their beautiful mansion to win this game. 2 to 4 players shouldn't find the obstacles *too* eerie.

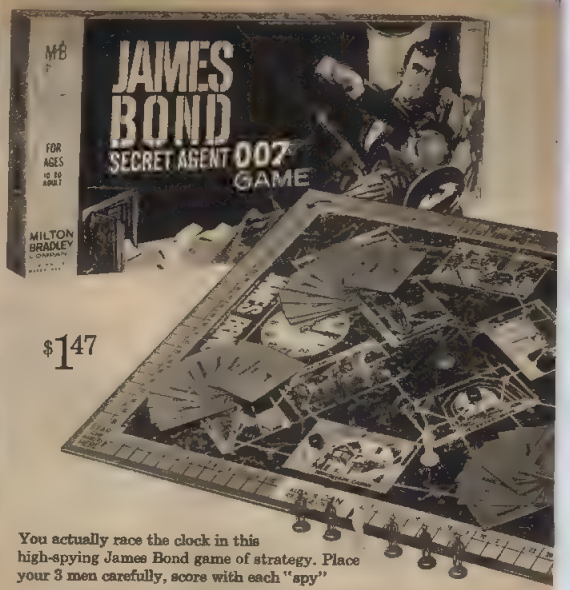
49 N 395—Shipping weight 1 lb. 12 oz. $1.77



Combat $1.55

You're in command in this big battle, and it's a challenge to keep your men free while capturing 6 enemy soldiers. Your men have to occupy his headquarters to do it. Spin to see who captures or escapes. 12 soldiers, cards, board. 2 play. Ages 7 to 14.

49 N 297—Shipping weight 1 lb. 12 oz..... $1.55



$1.47

You actually race the clock in this high-spying James Bond game of strategy. Place your 3 men carefully, score with each "spy"

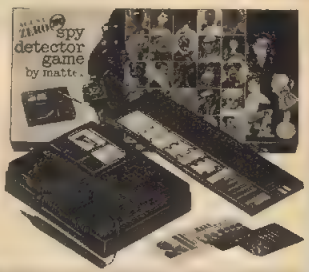
As an agent of James Bond, start mission from points you select on board. Now plan your moves. Gather spy cards, maneuver men, advance scoring disks. "Rendezvous" can mean extra points. First one to score 100 points is winner. 2 to 4 "agents" can play. Thrilling intrigue; for ages 10 up.

49 N 402—Shpg. wt. 1 lb. 12 oz..... $1.47

Get "Hot Tip" clues
. . track down agents

Agent Zero M Spy Detector

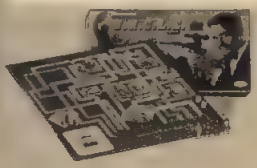
$3.66



The secret Rocket Fuel formula is gone. You'll be Top Secret Agent and win the game if you can unmask the thief. It's easy, exciting. Spy Detector, cards, scoreboard help you analyze clues and testimony of the 24 witness suspects. For 2 to 4 rather deductive agents.

49 N 221—Shpg. wt. 1 lb. 12 oz... $3.66

Just call Sears and say "Charge It"



Man from U.N.C.L.E. $2.32

Clever as Napoleon Solo? You'll thrill to challenge of being first to find THRUSH chief card that matches your assignment card and returning it to U.N.C.L.E. headquarters. Turns 2-4 players into U.N.C.L.E. agents.

49 N 403—Shpg. wt. 1 lb. 12 oz..... $2.32

Lie Detector $3.88

Scene: a TV studio. Crime: serious and unsolved. You: 1 of 2 to 4 sleuths trying to go from detective to Chieftain by accumulating facts and suspects to nail the culprit. And only the Lie Detector knows truth of it all.

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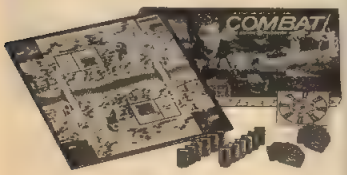

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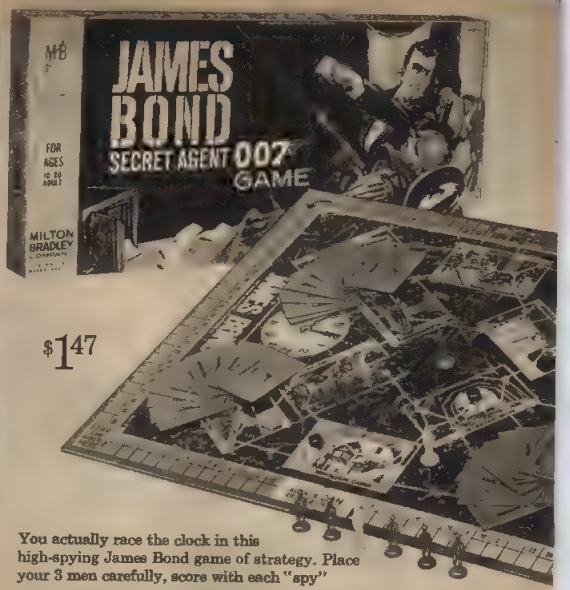

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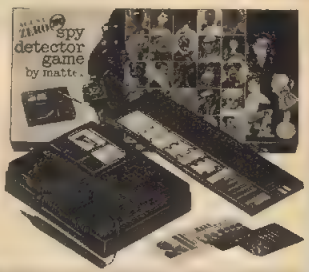

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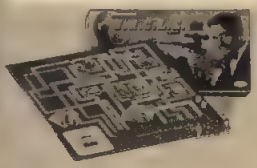

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19 luxurious Chris-Craft with Philippine mahogany hulls

Look at the imaginative styling of the new Chris-Craft models! No wonder they set the standards for the pleasure boat industry. But Chris-Craft sets more than styling standards.

Performance—the real reason for buying any boat—that's where Chris-Craft has the jump on all others. Chris-Craft's solid Philippine mahogany-planked hulls with double-planked bottoms are tough, fast, and seaworthy.

"Space engineering"—the art of arranging the inside of a hull to provide the most living space—nobody can match Chris-Craft at it. Luxury and comfort? They're in delightful abundance aboard every model in sizes from 17 to 65 feet.

17' Super Sport, one of 3 models with special performance hull at 17' [illegible]

Lock[illegible] bucket seats

20' Super Sport, 210 or 275 hp V8 power. From $5250.

37' Constellation lavish 6-sleeper with private stateroom, optional shower, electric galley, twin V8's. From $24[illegible]. Bow and side rails optional at extra cost.

36' Constellation [illegible] twin 265-hp V8's. From $[illegible]

Aft electric galley on 36 Constellation

28' Constellation sleeps 4, single or twin V8's. From $9995

32' Constellation, cruises 6. From $17,790 (hardtop optional).

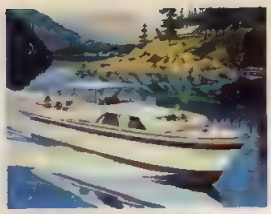
46' Constellation, V8's or diesels. From $50,990.

36' Constellation is fully equipped from $21,990.

[illegible] AND PERFORMANCE SUBJECT TO CHANGE.

What can you get from Chris-Craft in 1965?

Three-cabin 38′ Constellation Sedan has an unusually large standard equipment list, yet prices start at only $29,990



43′ Constellation 2 staterooms. From $41,860

57′ Constellation has 3 staterooms, diesels. From $88,575

Typical luxury stateroom (57′ shown)

65′ Constellation provides unparalleled cruising. From $180,280

37′ Constellation, comfortable accommodations for 6

4 brilliantly designed Commanders with all-fiberglass hulls

Last year, the first Commander was an immediate success, because it quickly outperformed and outclassed fiberglass boats that have been in production for years. And the 38′ hull proved so fast, rugged, and easy to handle that two more models—a Sedan and a Sport Fisherman—have been produced to utilize it. Now a new 27′ four-sleeper has also been added to the 1965 Commander fleet.

Interiors on all models are new and unusual, and many items usually termed accessories on other boats are standard equipment.

27′ Commander, big 4-sleeper with V8 power, high performance hull. Complete galley, private lavatory, loads of storage

38′ Commander sleeps six. From $29,990

38′ Commander Sedan, twin V8 or diesels. From $31,990.

FOR PRICES AND SPECIFICATIONS, WRITE TO: HATTERAS

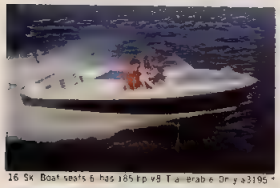
14 value-packed Cavaliers with sturdy marine-plywood hulls

In the 1965 Cavalier fleet, there are sport boats, utilities, overnighters, family cruisers, and luxury yachts. With sleeping accommodations for two, four or six. With single and twin V8 power. With smooth marine-plywood hulls (Futuras) or salty lapstrake hulls (Seastrakes). In other words, with everything needed for thoroughly enjoyable boating.

And the crowning point: whatever you're seeking in a pleasure boat, you pay less for it when you buy a Cavalier!

25′ Seastrake sleeps 4, has full galley, dinette (converts to sleep 2), wardrobes, full-height toilet room, 185-hp V8. From $6045. All Cavalier cruisers and the 38′ Yacht are available as both Futuras and Seastrakes. (Price of 25′ Futura, $5795.)

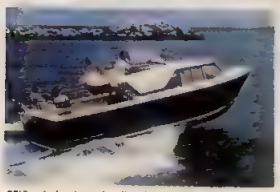
Cavalier 30′ Futura sedan yacht sleeps six sleeper with luxury accommodations. With twin V8 engines, from $9520. Single V8, $8395. Seastrake slightly higher.



16′ Sk Boat seats 6, has 185-hp V8. Trailerable. Only $3195.*

Main cabin of 33′ Futura, looking forward.

22′ Cutlass V-berths, toilet, locker. V8 power. From $4075.



27′ Seastrake sleeps 4; galley, dinette, lavatory. From $6925.*

33′ Future sleeps 6, forward stateroom. From $12,395.

36′ Seastrake Yacht, 3-cabin luxury for 8. From $21,345

*SLIGHTLY HIGHER IN WEST. FOB PRICES AND SPECIFICATIONS SUBJECT TO CHANGE.

24' Ranger has Chris-Craft's latest finery. Seats 7. From $5995.

Galley of 38' Sea Hawk Sedan

Walnut panelled interior of 35' Sea Hawk shown

38' Sea Hawk Sport Fisherman. Private stateroom, shower, electric galley, service bar. From $27,990.

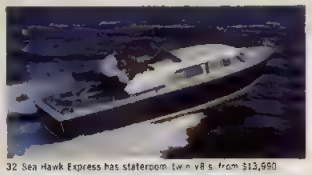
28' Express, equipped for a season's family of 4. From $8215

28' Sportsman, from $6415 (hardtop, fishing bridge optional).

11 seaworthy Sea Skiffs with round-bilge, full-lapstrake hulls

Sea Skiff hulls have overlapping strakes that cushion the shock of the waves and provide a soft, dry ride. Experienced boatsmen say it's the finest ride on the water

For 1965, there are open boats, overnighters, cruisers and sedans, and a brilliant new sport fisherman model. The styling is beautiful, the accommodations are unusually comfortable. Sizes from 19 to 38 feet.



32' Sea Hawk Express has stateroom, twin v8's, from $13,990

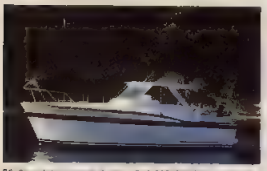
Luxury-equipped 35' Sea Hawk. Sleeps 6. From $17,490. Fishing bridge available at extra cost

F.O.B. PRICES AND SPECIFICATIONS SUBJECT TO CHANGE

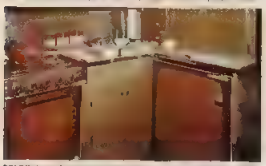
48' Riviera (steel or aluminum) Unique 8-sleeper layout V8 or diesel power. From $49,995

7 Roamers with hulls of steel or aluminum

Performance seaworthiness, safety, comfort, ease of maintenance... Roamer's combination of these is unparalleled. The hulls are made of plates of steel or aluminum, welded to sturdy frames. There are no seams to leak, no planks to crack, no rivets, screws, or nails to work loose, no dry rot or borers... and there's no worry about salt-water corrosion. (Capac electronic protection, stops electrolysis completely.) The 1965 Roamers have re-designed hulls for more speed and better performance... low-maintenance fiberglass superstructures, and new comfort and styling throughout. Sizes from 30 to 57 feet.

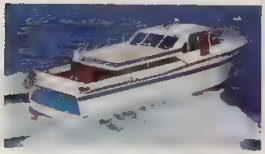


30' Dispatcher sleeps 4. From $4,665 [illegible]



38' Offshore has [illegible] range, oven, [illegible]

37' Riviera (steel or aluminum) is a six-sleeper with generous dimensions, many features. From only $23,475 (steel)



38' Offshore unusual all-weather design. Steel $33,910

37' Riviera interior. Walnut-finished panel[illegible]

57' Motor Yacht, diesels, steel from $95,410 aluminum from $107,975

1 great Chris-Craft warranty that is unsurpassed in the industry

Owners of Chris-Craft boats and engines are protected by the industry's most valuable warranty

For the first 24 months or 400 hours of operation, whichever comes first, Chris-Craft Corporation will repair or replace, at its option, parts defective by reason of faulty workmanship or material returned to the selling dealer with transportation charges to the point of manufacture. For the first 12 months or 200 hours of operation, whichever comes first, Chris-Craft will pay the labor costs as determined by its schedule for removal and reinstallation of such parts. Chris-Craft does not warrant used boat or engine purchases, paints, varnishes, chrome, rac[illegible]ng boats or engines, altered boats or parts or speeds.

With over 500 Chris-Craft Corporation dealers in the United States alone, Chris-Craft owners are never far from capable service. In most cases, orders for replacement parts are shipped by Chris-Craft parts depots within 24 hours.

[illegible]

Capri 30 (L.W.L. 25') sleeps 5, only $15,670 (minus sails).

Main cabin of 35' Sail Yacht

New Capri 26 has excellent handling characteristics, comfortable accommodations for four

35' Sail Yacht, a double cabin 5 x sleeper

3 Sparkman & Stephens designed sailboats with fiberglass hulls

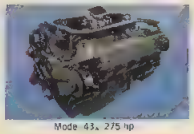
The Chris-Craft 35' Sail Yacht and the Capri 30 have been doubly successful since their introductions. Both have found wide acceptance for comfortable family cruising, and both have captured trophies and acclaim for their efforts in competitive events. Now they're joined by a third Chris-Craft sailboat, the Capri 26, a fast, comfortable auxiliary which meets MORC regulations for competition. It has a large cockpit and wide deck areas, plus an outboard motor well for mounting auxiliary power. There's a full galley, four berths, and a head is optional. Families and sportsmen will find Capri 26 ideal for day sailing, cruising, and racing.

4 rugged and dependable V8 engines

Standard equipment not only in Chris-Craft, but in many other popular boats. Chris-Craft Marine Engines are easy to own, maintain and operate. They start quickly, respond instantly, run smoothly, deliver full-rated power to the propeller shaft, and regular-grade gasoline is all that's required!

Chris-Craft's exclusive Thermocon Cooling system keeps engines operating at the same temperature no matter what speed, resulting in economical operation with less wear on all parts. Factory-installed fresh-water cooling is an easy and inexpensive option.

Model 283F, 185 hp.



Model 43, 275 hp.

Model 283, 185 hp.

Model 327F, 210 hp.

LINES AND PRICES SUBJECT TO CHANGE

What can you get from Chris-Craft in 1965?

More than from any other boat builder!

COPYRIGHT 1964 CHRIS-CRAFT CORPORATION

WHO ELSE BUT IDEAL HAS ALREADY HAD 5 SUCCESSES THIS YEAR...

TIGEROO™
Grab him by the tail—he roars! Turns almost everything that moves into a roaring, stalking tiger.

MOTORIFIC™
The quick-change motor action toy. A handsome fleet of model autos with interchangeable bodies.

HANDS DOWN™
The slap happiest game ever! An all-family favorite.

ONLY IDEAL HAS GIVEN THEY'LL BE EVEN

TIP-IT™
Tipsy-turvy action game involving breathtaking balance and skill.

GLAMOUR MISTY™
The **Miss Clairol®** Doll—with hair you can color. Make her a blonde, redhead or brunette—then rinse out and start all over.

YOU 5 BIG ONES! BIGGER IN THE FALL

AND...

MISTY™
Tammy's sophisticated, styl'sh friend. She wears all of Tammy's clothes and uses makeup, too.

TAMMY®
She's all grown up and more beautiful than ever: Gorgeous wardrobe. Each outfit comes complete with makeup for every occasion.

TEARIE DEARIE™
She drinks, wets, cries real tears. Comes in her own carrying case that converts into a cradle, crib, baby bath.

IDEAL ALSO HAS FALL SALES WILL BE

MOUSETRAP™
A riotously comical concoction. Build the trap — try to catch the mouse — get set for the chain reaction!

PEPPER™
She's Tammy's sister. A pretty little pixie with a cute wardrobe.

DODI™
Pepper's happy-go-lucky playmate. She has long, beautiful hair and wears all of Pepper's outfits

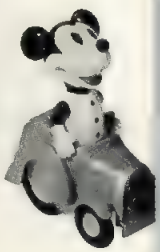
CRAZY CLOCK™
The world's most alarm-ing game. Make the sleeping man jump out of bed.

THE PROVEN ONES! GREATER THAN EVER

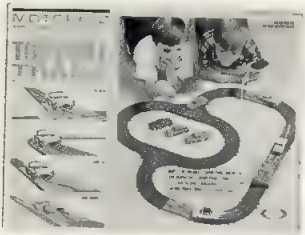
AND...

FISHBAIT™
A wild, silly, "whale" of a game. Put together the wacky Fishbait contraption . . . watch the fish swallow the man.

BABY SNOOZIE™
An adorable little sleepyhead who moves, stretches, closes her eyes just like a real baby. Squeeze her and she cries.



TORTURE TRACK™
Grueling daredevil test track for the already successful MOTORIFIC fleet. Designed after the famous Detroit test runs.



IDEAL HAS THE SLATED FOR TOP

BETSY BABY™
Just like a real baby. Give her a bottle — she closes her eyes. Lift her — she wakes up. She also cries real tears and wets.

TOONYKINS™
Popular TV characters who make their own music, swing their arms, as they roll happily along.

PEPPER'S TREE HOUSE™
A secret hideaway for Pepper and her friends. It's sturdy, comes with furniture and lots of other accessories.

BATTLE ACTION™
Realistic action-packed battlefield units — make realistic sounds. Nine units in all, each a complete toy. There's also a Battle Action Combat Starter Set

BRIGHT NEW ONES! SALES THIS FALL

AND...

IDEAL HAS THE MOST COMPLETE MARKETING PROGRAM IN THE TOY INDUSTRY:

WE READ MINDS THROUGH RESEARCH

Knowing kids inside-out is our business. IDEAL'S child psychologists find out what kids want in a toy, doll or game, and we give it to them.

We research our advertising, too. All commercials are pre-tested for maximum impact. We also market-test our entire advertising schedule. We work hard at making sure that every IDEAL product will sell *before* you put it on the shelf.

OUR IDEAS ARE UNIQUE

We strive for originality of concept and execution. When you order from IDEAL, you get truly stand-out products, because we plan it that way.

WE MAKE QUALITY PRODUCTS

All IDEAL products are safe, fun-filled and popular-priced. Parents know IDEAL toys, dolls and games are good buys for their children. This means continuing sales for you.

YEAR 'ROUND ADVERTISING

IDEAL has two top-rated TV shows on the air every week of the year: Magilla Gorilla and Peter Potamus are in more than 130 top markets. We also run a heavy local spot schedule in over 80 markets. This hard-hitting advertising campaign tells kids about the IDEAL products on your shelves.

IT'S GOING TO BE AN IDEAL FALL FOR SALES. ORDER NOW!

IDEAL TOY CORPORATION • 200 Fifth Avenue, New York, N.Y. 10010

KNICKERBOCKER TOY CO. DEPT. T

MINIATURES

APPROXIMATELY, 8-INCHES HIGH. MADE OF DU-PONT'S NEW CRUSH-RESISTANT, WASHABLE RAYON PLUSH. SAFETY, LOCKED-IN-EYES STUFFED WITH SYNTHETIC FEATHERFOAM. INDIVIDUALLY WINDOW BOXED.

20/2—Cuddle Elephant Gray and White | 21/2—Cuddle Monkey Brown and Tan | 22/2—Cuddle Bear Brown, Tan and Maize | 23/2—Cuddle Cat Red, Black and Pink | 24/2—Cuddle Dog Maize and White

Stock No.	Mfg.No.	Item—	Each
480-228	22/2	CUDDLE BEAR	$ 2.00
480-319	23/2	CUDDLE CAT	2.00
480-327	24/2	CUDDLE DOG	2.00

Twelve in a carton, 5 lbs-

28/2—Cuddle Doll Pink and Blue | 29/2—Cuddle Panda | 37/2—Miniature Moose | 39/2—Keepsie Doll Plaid and Red

Stock No.	Mfg.No.	Item—	Each
480-343	28/2	CUDDLE DOLL	$ 2.00
480-368	29/2	CUDDLE PANDA	2.00

Twelve in a carton, 5 lbs-

MINIATURES

Lying-Down Dog

Quality tipped shaggy plush, safety locked eyes. 7-inches long. Brown.

Stock No.	Mfg.No.	Wt.ctn.	Each
473-991	0342	5 lbs-	$ 2.00

Twelve in a carton

Lying-Down Cat

7-inches long - Color Black

Stock No.	Mfg.No.	Wt.ctn.	Each
474-015	0352	5 lbs-	$ 2.00

Twelve in a carton

LYING-DOWN DOG

Extra long plush - Safety lock eyes 8-inches long. Mink color

Stock No.	Mfg.No.	Wt.ctn.	Each
474-023	03425	6 lbs-	$ 2.50

Twelve in a carton

LYING-DOWN CAT

Extra pile - Mink-like plush. Safety-eyes - 8-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
474-544	03525	6 lbs-	$ 2.50

Twelve in a carton

SHAGGY MONKEY

Long pile shaggy plush. Safety locked eyes. Color brown.

Stock No.	Mfg.No.	Color	Each
468-371	1014	14 in.	$ 4.00
468-405	1017	24 in.	7.00
468-421	1012	34 in.	12.00

8-INCH MINIATURES

Shaggy - Lying Down Dog

Stock No.	Mfg.No.	Each
468-595	0542	$ 2.00

Shaggy - Lying Down Cat

Stock No.	Mfg.No.	Each
468-603	0552	$ 2.00

Shaggy - Lying Down Bear

Stock No.	Mfg.No.	Each
468-611	0562	$ 2.00

Twelve in a carton

RAGGEDY ANN & ANDY HASSOCK

Rayon plush top, washable vinyl base. Size, 12 x 12-inches. Color, Red.

Stock No.	Mfg.No.	Wt.ctn-	Each
491-126	42-4	20 lbs.	*$ 4.00

Six in a carton

STRIPED CUDDLE DOG

Quality rayon plush - Safety lock-in eyes. 15-inches high. Color white.

Stock No.	Mfg.No.	Wt.ctn.	Each
474-106	3944	13 lbs-	$ 4.00

Twelve in a carton

DEPT. T

KNICKERBOCKER TOY CO.

HUCKLEBERRY HOUND DOG

Vinyl face which can be washed also crush-resistant plush - Has full vinyl hands. Color Red

Stock No.	Mfg. No.	Size	Wt. ct.	Each
481-655	180/10	33 in.	33 lb.	$ 10.00

Six in a carton

SLEEPY HEAD DOLL

Washable, soft vinyl face with realistic looking rooted saran hair - can be combed, made of feather-foam. Wears an attractive ribbon-bow around neck. Colors-Pink/Blue/Maize.

Stock No.	Mfg. No.	Size	Each
480-640	210/3	14 in.	$ 3.00

Twelve in a carton, 10 lbs-

MUSICAL SLEEPY HEAD DOLL

Same description as above except with imported Swiss Music box in zipper-pouch - Removable to wash.

Stock No.	Mfg. No.	Size	Each
481-143	990/5M	14 in.	$ 5.00

Six in a carton, 7 lbs-

SITTING DOG

Shaggy plush with safety locks-in eye. 12-inches high - Color blue.

Stock No.	Mfg. No.	Wt. ctn.	Each
474-122	4744	13 lbs-	$ 4.00

Twelve in a carton

CUDDLE DOG

Extra long pile-mink-like plush also lock-in-eyes- 12-inches high.

Stock No.	Mfg. No.	Wt. ctn-	Each
474-130	4804	11 lbs-	$4.00

Twelve in a carton

PRINCE DOG

Extra long pile-mink-like plush also gaily colored clothing. Safety-eyes-16-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
474-312	6407	10 lbs-	$ 7.00

Six in a carton

LAZY KITTEN

Long pile shaggy plush - Gaily colored clothes, Safety eyes, plastic curlers in hair - White tipped with Pink.

No. 3687

Stock No.	Mfg. No.	Size	Each
474-593	3687	16 in.	$ 7.00

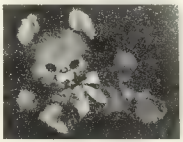
Six in carton, 11 lbs-

No. 36811

Stock No.	Mfg. No.	Size	Each
474-650	36811	25 in.	$ 11.00

One in carton, 3 lbs-

SLEEPY CAT



Extra long pile-mink-like plush. 14-inch long - Safety eyes.

Stock No.	Mfg. No.	Wt. ctn.	Each
474-700	3704	13 lbs-	$ 4.00

Twelve in a carton

STRIPED CUDDLE CAT

Rayon plush - Safety eyes - 15-inch high. Color-Glo.

Stock No.	Mfg No	Wt. ctn.	Each
474-726	3904	13 lbs-	$ 4.00

Twelve in a carton

KNICKERBOCKER TOY CO.

CIRCLE CUDDLE CAT

Quality rayon plush, safety lock-in eyes. Pom-pom nose - Felt tongue.

Stock No.	Mfg. No.	Size	Each
491-274	350/3	15 in.	$ 3.00

Twelve in a carton, 13 lbs.

MUSICAL CIRCLE CUDDLE CAT

With imported Swiss music box in zipper pouch.

Stock No.	Mfg. No.	Size	Each
492-561	961/5M	15 in.	$ 5.00

Six in a carton, 8 lbs.

CIRCLE CUDDLE BEAR

Rayon plush - safety lock-in eyes & Pom-pom nose - Felt tongue.

Stock No.	Mfg. No.	Size	each
491-308	351/3	15 in.	$ 3.00

Twelve in a carton, 13 lbs.

MUSICAL CIRCLE CUDDLE BEAR

With imported Swiss music box in zipper pouch.

Stock No.	Mfg. No.	Size	Each
492-405	949/5M	15 in.	$ 5.00

Six in a carton- 8 lbs.

CIRCLE CUDDLE PANDA

Quality rayon plush - Safety eyes and Pom-pom nose. Ribbon-bow.

Stock No.	Mfg. No	Size	Each
491-332	359/3	15 in.	$ 3.00

Twelve in a carton, 13 lbs.

MUSICAL CIRCLE CUDDLE PANDA

With Swiss music box in zipper pouch.

Stock No.	Mfg. No.	Size	Each
492-660	971/5M	15 in.	$ 5.00

Six in a carton- 8 lbs.

LONG PILE CUDDLE BEAR

Long pile rayon plush - Safety eyes & ribbon-bow - Color brown.

Stock No.	Mfg. No.	Size	Each
466-706	441/5	20 in.	$ 5.00

six in a carton, 13 lbs.

No. 441-10

Stock No.	Mfg. No.	size	Each
466-714	441/10	30 in.	$ 10.00

Six in a carton, 33 lbs.

PRINCE FROG

Two-tone green, all plush body with lock-in-eyes - Made of crush-resistant washable rayon plush. Stuffed with synthetic-feather-foam.

Stock No.	Mfg. No.	Size	Wt.ctn	Each
473-371	450/5	14 in.	8 lb-	$ 5.00
471-003	450/10	25 in.	61b-	10.00

No. 450/5, Six in carton;
No. 450/10, One in Ctn-

PRINCESS CAT

Extra long pile - mink-like-plush and gaily colored clothing - Safety eyes & 16-inches high.

Stock No.	Mfg. No.	Wt.ctn.	Each
474-825	6397	10 lbs-	$ 7.00

Six in a carton

BOZO THE CLOWN

Blue and white Polka-dot - Vinyl head & rooted hair - 16-inches tall.

Stock No.	Mfg. No.	Wt.ctn.	Each
474-858	5054	11 lbs-	$ 4.00

Twelve in a carton

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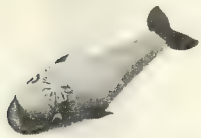
KNICKERBOCKER TOY CO.

PRINCESS TURTLE

Has green body and complimenting color trim. Stuffed synthetic feather-foam.

No.	No/Ctn.		Wt.ctn.
918/3M	12		5 lbs.
451/5	6		15 lbs.
451/10	1		8 lbs.
451/2	12		5 lbs.
Stock No.	Mfg.No.	Size	Each
468-868	918/3M	7 in.	$ 3.00
473-454	451/5	19 in.	5.00
471-052	451/10	25 in.	10.00
471-011	451/2	7 in.	2.00

KING WHALE



Quality rayon plush - His fins, tail & mouth are of vivid orange felt. Body, Blue/Maize combination.

No.	No/Ctn.		Wt. ctn.
454/5	6		14 lbs.
454/10	1		7 lbs.
Stock No.	Mfg.No.	Size	Each
491-621	454/5	29 in.	$ 5.00
491-837	454/10	46 in.	10.00

GIRAFFE

Floppy long legged of rayon maize & orange plush - Safety-eyes.

Stock No.	Mfg.No.	Wt.ctn.	Each
468-520	462/5	7 lbs.	$ 5.00

One in a carton

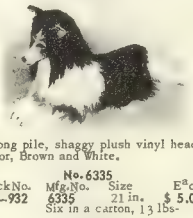
DAME OSTRICH

Long pile plush - Safety eyes, pearl-necklace, felt legs. Color black/Pink.

Stock No.	Mfg.No.	Size	Each
466-912	466/8	21 in.	$ 8.00

Six in a carton, 24 lbs.

LASSIE



Long pile, shaggy plush vinyl head-Color, Brown and White.

No. 6335

Stock No.	Mfg.No.	Size	Each
474-932	6335	21 in.	$ 5.00

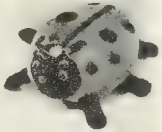
Six in a carton, 13 lbs.

No. 63310

Stock No.	Mfg.No.	Size	Each
474-981	63310	28 in.	$ 10.00

One in a carton, 3 lbs.

COUNTESS LADY BUG



Quality rayon plush - Colored orange body and black spots.

Stock No.	Mfg.No.	Size	Each
466-722	456/2	7 in.	$ 2.00
491-878	456/5	16 in.	5.00
491-886	456/10	24 in.	10.00

7 in. Twelve in a carton, 5 lbs; 16 in. Six in a carton, 12 lbs; 24 in. One in carton, 6 lb.

MUSICAL LADY BUG

7-inch size with imported music box-

Stock No.	Mfg.No.	Wt.ctn.	Each
475-384	9193M	5 lbs.	$ 3.00

Twelve in a carton

CUDDLE BEAR

Extra long mink-like plush - Safety eyes - 10½-inches high.

Stock No.	Mfg.no.	Wt.ctn.	Each
475-004	3563	6 lbs.	$ 3.00

Twelve in a carton

No. 3515

16-inches tall - Mink-color

Stock No.	Mfg.No.	Wt.ctn.	Each
475-053	3515	8 lbs.	$ 5.00

Six in a carton

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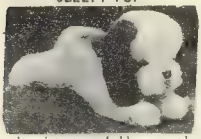
KNICKERBOCKER TOY CO.

SLEEPY PUP



Crush resistant, washable rayon plush with synthetic feather foam. Colors, Maize and Brown.

Stock No.	Mfg. No.	Size	Each
481-580	630/3	17 in.	$ 3.00

Twelve in a carton, 11 lbs.

MUSICAL SLEEPY PUP

Same description as above except - has swiss music box in zipper pouch.

Stock No.	Mfg. No.	Size	Each
481-911	958/5M	17 in.	$ 5.00

Six in a carton, 7 lbs.

SITTING HOUND

Long pile plush - Safety eyes, felt tongue and eyelashes. Pom-pom nose and ribbon-bow.

Stock No.	Mfg. No.	Size	Each
474-494	6574	17 in.	$ 4.00

Six in a carton, 11 lbs.

FLOPPY HOUND

Long pile plush, safety eyes, also felt tongue and eyelashes.

Stock No.	Mfg. No.	Size	Each
474-528	65935	14 in.	$ 3.50
469-031	959/5M	17 in.	5.00

Twelve in a carton, 9 lbs.

NITE CAP KEWPIE DOLL

Crush resistant washable rayon plush. Stuffed with synthetic feather foam. A nite cap with large Pom-pom, removable scarf.

Stock No.	Mfg. No	Size	Each
475-418	7173	15 in.	$ 3.00

Twelve in a carton, 13 lbs.

MUSICAL KEWPIE DOLL

Same description as above except - has imported music box.

Stock No.	Mfg. No.	Size	Each
467-563	997/5M	15 in.	$ 5.00

Six in carton, 8 lbs.

MUSICAL CUDDLE MOUSE

Finest quality rayon plush with Polka dot trim, safety lock-in eyes. Colors, grey and white. Imported music box.

Stock No.	Mfg. No.	Size	Each
468-892	942/5M	15 in.	$ 5.00

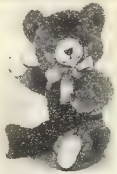
Six in a carton

CUDDLE MOUSE Less Music box

Stock No.	Mfg. No.	Size	Each
468-439	18635	15 in.	$ 3.50

Six in a carton

MUSICAL JOINTED BEAR



Finest quality rayon plush with safety locked-in eyes and ribbon bow. Color, brown, white and fawn/with imported music box.

Stock No.	Mfg. No.	Size	Each
468-900	950/6M	15 in.	$ 6.00

Six in a carton

Same as above but without Music box.

Stock No.	Mfg. No.	Size	Each
468-637	4374	15 in.	$ 4.00
475-095	4375	15 in.	5.00

Six in a carton

LYING-DOWN CAT

Long-pile rayon plush, safety locked in eyes with ribbon-bow. Color, white.

Stock No.	Mfg. No.	Size	Each
468-470	3965	17 in.	$ 5.00

Twelve in a carton

KNICKERBOCKER TOY CO.

WINNIE THE POOH

Rayon plush, safety eyes, fabric sweater, color gold-

Stock No.	Mfg. No.	Size	Each
467–118	513–10	20 in-	$ 10.00

Six in a carton, 21 lbs.

PIGLET

Rayon plush and Fabric - Safety eyes. Color, Pink

Stock No.	Mfg. No.	Size	Each
467–126	514–3	11 in-	$ 3.00

Twelve in a carton, 7 lbs-

WOL– THE OWL

Rayon plush with safety eyes. Color, Speckled–glo and white-

Stock No.	Mfg. No.	Size	Each
467–258	518–4	10 in-	$ 4.00

Six in a carton, 8 lbs-

RIDE–ON HORSE

Rayon plush with steel welded frame- Unbreakable polyethylene wheels and holds up to 100–pounds. Colors, Red or Black

Stock No.	Mfg. No.	Size	Each
467–266	586–12	22 in-	$ 12.00

Six in a carton, 39 lbs-

RIDE–ON DONKEY

Rayon plush with steel welded frame- Unbreakable polyethylene wheels and holds up to 100–pounds. Color, Grey

Stock No.	Mfg. No.	Size	Each
467–282	587–12	23 in-	$ 12.00

Six in a carton, 39 lbs-

RIDE–ON BEAR

Rayon plush with steel welded frame- Unbreakable polyethylene wheels and holds up to 100–pounds. Color, brown.

Stock No.	Mfg. No.	Size	Each
467–290	588–10	21 in-	$ 10.00

Six in a carton, 42 lbs-

STRIPED CUDDLE BEAR

Quality rayon plush - Safety eyes. 15 inches high - Color, orange.

Stock No.	Mfg. No.	Wt. ctn.	Each
475–087	3914	13 lbs-	$ 4.00

Twelve in a carton

BEATNIK MONKEY

Extra long pile - Shaggy plush -gaily colored clothes- Safety eyes. 23–inch high - Color blue.

Stock No.	Mfg. No.	Wt. ctn.	Each
475–129	10210	3 lbs-	$ 10.00

One in a carton

ELEPHANT

Rayon plush with ribbon bow - Safety eyes. 32–inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
475–251	12010	7 lbs-	$ 10.00

One in a carton

FIFI

Long pile shaggy plush. Safety locked eyes. Ribbon bow. Color white.

Stock No.	Mfg.No.	Size	Each
468-496	4036	13 in.	$ 6.00

Six in a carton

KOALA BEAR

Long pile rayon plush novelty trim. Safety locked eyes. Has ribbon bow-Fawn color

Stock No.	Mfg.No.	Size	Each
468-546	4783	12 in.	$ 3.00
468-579	4786	19 in.	6.00

12-inch, Twelve in carton; 19-inch, Six in a carton

TONY BOLONEY

Extra long pile shaggy plush. Safety eyes. Pom-pom tail and nose. Champagne color.

Stock No.	Mfg.No.	Size	Each
468-702	6368	29 in.	$ 8.00

One in a carton

RAGGEDY ANN

Soft and unbreakable. Dressed in Raggedy Ann fashion.

Stock No.	Mfg.No.	Size	Each
468-041	3109	17 in.	$ 4.00
468-108	4109	21 in.	6.00
468-207	5109	27 in.	9.00
468-231	6109	33 in.	12.00

No. 3109, Twelve in carton, No. 4109, Six in carton, and Nos. 5109, 6109, One in a carton

MUSICAL RAGGEDY ANN

Stock No.	Mfg.No.	Size	Each
468-264	9310/M	17 in.	$ 6.00

Six in a carton

RAGGEDY ANDY

Soft and unbreakable. Dressed in Raggedy Andy fashion.

Stock No.	Mfg.No.	Size	Each
468-082	3110	17 in.	$ 4.00
468-116	4110	21 in.	6.00
468-215	5110	27 in.	9.00
468-256	6110	33 in.	12.00

MUSICAL RAGGEDY ANDY

Stock No.	Mfg.No.	Size	Each
468-280	9311/M	17 in.	$ 6.00

No. 3110, Twelve in carton, No. 4110, Six in a carton, and Nos. 5110, 6110, 9211/M, One in ctn.

LAZY DAZY DOG

Extra long pile shaggy plush. Safety lock-in eyes - Pom-pom tail & nose.

Stock No.	Mfg.No.	Size	Each
474-171	6377	16 in.	$ 7.00

Six in a carton, 11 lbs.

No. 63711

Stock No.	Mfg.No.	Size	Each
474-288	63711	24 in.	$ 11.00

One in a carton, 3 lbs.

BELOVED BELINDY

Polka dot dress with white apron, red bandana - 17-inches high.

Stock No.	Mfg.No.	Wt.ctn.	Each
475-681	3120	13 lbs.	$ 4.00

Twelve in a carton

KNICKERBOCKER TOY CO.

CUDDLE DOLL ASSORTMENT

Boy and Girl dolls. 14½ inches high. Eight girl and four boys in an assortment.

Stock No.	Mfg. No.	Wt. ctn.	Per Asst.
467-605	A-3	6 lbs.	$ 24.00

One assortment in a carton

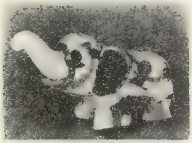
TAPESTRY DOG

Printed rayon plush - Safety eyes. 13 inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
475-533	5085	10 lbs.	$ 5.00

Six in a carton

TAPESTRY ELEPHANT



Quality printed rayon plush - Safety eyes - 14 inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
475-491	5065	11 lbs.	$ 5.00

Six in a carton

TAPESTRY CAT

Printed rayon plush - Safety eyes. 14½ inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
457-590	5095	10 lbs.	$ 5.00

Six in a carton

TAPESTRY PIG

Printed rayon plush - Safety eyes and 14 inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
475-509	5075	11 lbs.	$ 5.00

Six in a carton

TONKA TOYS, INC.

CEMENT MIXER

Mixer assembly made of plastic and turns by crank, rubber tires. Length 9 inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466-086	77	19 lbs.	*$ 2.90

Twelve in a carton

WAGONEER AND TRAILER

Includes sears and snap open tailgate. Made of heavy gauge steel. 2-wheel trailer with white sidewall tires is detachable. Carries scale model Sting Ray, also wear-resistant tires. Size, 17½ inches long, 3½ inches high & 3¼ inch wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-552	80	24 lbs.	$ 3.00

Twelve in a carton

VAN

Detachable cab, retractable landing gear. Rubber tires. Length, 16 inch

Stock No.	Mfg. No.	Wt. ctn.	Each
466-094	86	32 lbs.	*$ 4.50

Twelve in a carton

VAN LIVESTOCK

Modern detachable cab, & retractable landing gear. Rubber tires. Length 16 inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466-136	90	32 lbs.	*$ 4.75

Twelve in a carton

CAR CARRIER

Detachable steel truck. Carries two model cars. All rubber tires. Length 18½ inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466-284	96	42 lbs.	*$ 5.00

Twelve in a carton

ALLIED VAN

Modern glassed in cab has seats and steering wheel, truck features long-life, tires. 16 inches long, 3¾ inch high and 4-1/8 inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-669	98	42 lbs.	$ 5.00

Twelve in a carton

SPORTSMAN SET

Camper features side door & sliding windows. Jeep vehicle has folding windshield, front seats, steering wheel and loading space. Wagoneer & trailer are detachable. Wagoneer has seats plus snap open tailgate - Trailer carries plastic scale model sports car. Steel units.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-842	102	21 lbs.	$ 7.00

Four in a carton

FARM SET

Stake has lever for dumping and converts into semi-flatbed truck. Detachable livestock van loads through rear doors, modern cab with seats, steering wheel and full view windshield. Pick-up has glassed in cab and snap-open tailgate.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-859	106	26 lbs.	$ 8.50

Four in a carton

TONKA TOYS, INC. DEPT. T

JEEP DISPATCHER

Accurately designed with folding windshield, separate seats, steering wheel, loading area in back. Equipped with newly designed long wearing tires- 6-1/8–inches long, 3½–inches high, 3¼–inch wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–362	30	14 lbs.	$ 1.50

Twenty-four in a carton

JEEP COMMANDER

Includes steering wheel, separate seats dual gear shifts and emergency gas-tanks, rugged steel body, all–weather canvas top has side and back windows. 6½–inches long, 3-5/8–inches high, 3¼–inch wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–479	40	8 lbs.	$ 1.70

Twelve in a carton

PICK UP

Ruggedly constructed of steel to withstand banging and dropping, snap open tailgate permits the hauling of odd shaped loads - Pick-up rides easily and noiselessly on real rubber tires –Size, 9-1/8–inches long, 3½–inches high and 3-5/8–inches wide.

Stock No.	Mfg.No.	Wt.ctn-	Each
466–037	50	12 lbs-	*$ 1.90

Twelve in a carton

STAKE TRUCK

Has all steel body and rubber tires - Stake panels have safe rounded edges. Lever raises back of truck for unloading - Size– 9¾–inches long, 3-5/8–inches high and 4–inches wide-

Stock No.	Mfg.No.	Wt.ctn-	Each
466–052	56	16 lbs-	*$ 2.20

Twelve in a carton

DUMP TRUCK

All steel body is covered by two coats of real truck paint, front and dual-rear tires are genuine rubber - Lever raises back and for dumping - Size– 9¾–inch, long, 4-1/8–inches high and 4–inches wide-

Stock No.	Mfg.No.	Wt.ctn-	Each
466–060	60	15 lbs-	*$ 2.20

Twelve in a carton

JEEP WAGONEER

The station wagon for rough road travel, features include front & back seats, snap open tailgate for loading also all steel body, 9¼–inches long, 3½–inch high and 3½–inches wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–495	62	15 lbs.	$ 2.20

Twelve in a carton

WRECKER

Lever on winch raises & lowers tow line - Durable nylon rope has a steel hook for attaching to disabled vehicles. Size– 9¼–inches long, 3¼–inch high 3-5/8–inches wide-

Stock No.	Mfg.No.	Wt.ctn-	Each
466–102	68	13 lbs-	* $ 2.30

Twelve in a carton

CAMPER

Side door opens for loading of equipment - Windows slide open and shut. 9-5/8–inches long, 5¼–inches high - 3-5/8–inches wide-

Stock No.	Mfg.No.	Wt.ctn-	Each
466–110	70	21 lbs-	$ 2.50

Twelve in a carton

GRADER

Levers adjust scraper blade, rubber-tires. 10¾–inches long. 4-1/16–inch high.

Stock No.	Mfg.No.	Wt.ctn.	Each
466–078	76	19 lbs.	$ 2.80

Twelve in a carton

TONKA TOYS, INC.

DUMP TRUCK

All steel body, fast action dumping. Rubber tires. Length, 13½ inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–516	315	24 lbs.	*$ 3.25

Six in a carton

JEEP POLICE CAR

Equipment includes red flasher light on hood, front seats, steering wheel, dual gear shifts, striped top provides instant identification. TX–500 life–time tires/white sidewalls. Size, 10½ inches long, 5¾ inch high and 5¼ inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
478–875	325	14 lbs.	$ 3.25

Six in a carton

LOADER

Moves on deep grooved treads and scoops up load in bucket - Load dumped by lever release - 11¾ inch long, 4-5/8 inches high, 5¼ inch wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–144	352	13 lbs.	*$ 3.50

Six in a carton

JEEP WRECKER

All steel, heavy duty winch. Flasher light. Rubber tires. Length, 11 inches

Stock No.	Mfg. No.	Wt. ctn.	Each
466–540	375	14 lbs.	*$ 4.00

Six in a carton

TROOP CARRIER

All steel body. Rubber tires. Canvas top. Army colors. Length, 14 inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–557	380	23 lbs.	*$4.00

Six in a carton

STAKE TRUCK

All steel body, removable stake panels, rubber tires. Length, 14 inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–748	404	22 lbs.	* $4.00

Six in a carton

DUMP

positions for the tailgate allow straight dumping or spreading. Control lever for dumping and tailgate are at rear of hi-view cab. All-rubber white sidewall tires. Dual rear wheels. 13½" long, 6¼" high, 6¼" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–398	406	24 lbs.	*$4.00

Six in a carton

BACK HOE

Can pivot to either side to dump load - All steel truck has operator's seat in back - rubber tires and dual rear wheels. 17-1/8 inches long, 8½ inch high, 6 inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–177	422	20 lbs.	*$ 4.00

Six in a carton

JEEP PUMPER

Hose which pulls out of tank, squirts water when pumper is connected to a garden hose, equipment includes an emergency light/ steering wheel also detachable ladder, trailer hitch, hand rail and two hand extinguishers. 10¾ inches long, 6¼ inches high and 5¼ inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–185	425	15 lbs.	* $ 4.00

Six in a carton

TONKA TOYS, INC. DEPT. T

CONTRACTOR SET

Four-piece set. Pick-up truck, Dump-truck, cement truck and road scraper.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
466–458	110	24 lbs.	*$ 10.00

Four sets in a carton

"JEEP" DISPATCHER

Authentic model - noted for its stamina and utility, a favorite with sportsmen. Equipped with steering wheel, seats in front, rubber tires, room in back for loading. 9¾-inches long, 5½-inch high and 5-1/16-inches wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
482–042	200	22 lbs-	$2.20

Twelve in a carton

SER–VI–CAR

Handy cart that is ready to scoot around making emergency deliveries or providing fast service. Fun to steer. Steering handle works like a real cart. Dump box in back for short hauls. Cart equipped with seat and genuine rubber tires. 9⅛" long, 4½" high, 5¾" wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
482–091	201	19 lbs-	*$2.00

Twelve in a carton

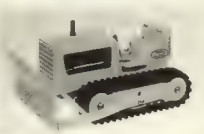
MILITARY JEEP UNIVERSAL

Fully equipped with steering wheel, seats in front, loading room in back. Genuine rubber tires plus detachable spare, wheels have custom chrome discs - 10½-inches long and 5½ inch high, 5¼-inches wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
466–128	251	25 lbs-	*$ 2.50

Twelve in a carton

BULLDOZER



strong enough to take a lot of hard knocks. Moves forward and backward on deep-grooved treads. Lever adjusts height of blade to 3 positions. Miniature diesel engine under hood. 8¾" long, 4¾" high, 6" wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
482–216	300	24 lbs-	*$3.00

Twelve in a carton

PICK–UP

Sturdy, all-steel body. Tailgate opens and closes. Genuine rubber white sidewall tires. 12¾" long, 5½" high, 5½" wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
482–323	302	17 lbs-	*$3.00

Six in a carton

JEEP COMMANDER

All weather command car with canvas top. Fully equipped. Length, 10½-inch-

Stock No.	Mfg. No.	Wt. ctn.	Each
466–474	304	15 lbs.	*$ 3.00

Six in a carton

STAKE PICK-UP

An intriguing new version of the ever popular Pick-up. Front and back stake-panels can be removed for handling odd shaped loads and for easier loading. Truck features all steel body and genuine rubber white sidewall tires. Size, 12-5/8-inches long, 5½-inches high & 5½-inch wide.

Stock No.	Mfg. No.	Wt. ctn-	Each
482–331	308	19 lbs.	*$ 3.00

Six in a carton

TONKA TOYS, INC.

CAMPER

Whole back panel swings out for easy loading. Van has five windows which slide open. Style-side truck features genuine white side-wall tires with custom chrome wheel discs. 14" long, 8" high, 6¼" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–554	530	29 lbs.	*$ 5.00

Six in a carton

TRENCHER

Lever raises front bucket and load is dumped by tripping lever, handle operates hoe which pivots to either side for unloading - Tractor moves on deep grooved treads - 10¼–inches long & 7-3/8–inches high, 5¼–inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–201	534	15 lbs.	* $ 5.00

Six in a carton

GIANT DOZER

All steel body and heavy duty blade. Soundless rubber treads. Adjustable blade. Length, 12½–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–805	536	27 lbs.	*$ 5.00

Six in a carton

DUMP SAND LOADER

Endless belt operates by crank on top of Sand Loader. Hopper raised and lowered by lever on side. Dump Truck fully workable. Movable tailgate permits straight dumping or spreading. 23¼" long, 8½" high, 6¼" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–562	616	24 lbs.	*$ 6.00

Four in a carton

CEMENT MIXER

Drum tilts by handle down adjustable chute in back. Glassed in cab/ seats, steering wheel. Steel truck, tandem–dual wheels, white sidewall tires & Size, 14–inches long, 8–inch high, 6¼–inch wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–604	620	24 lbs.	$ 6.00

Four in a carton

RAMP HOIST

Lever on side converts back of truck into loading ramp. Realistic winch & with nylon cable pulls vehicle up the ramp. All steel body with white side wall rubber tires - 10¼–inches long-5½–inches high and 6¾–inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–235	640	19 lbs.	* $ 6.00

Four in a carton

ALLIED VAN

Authentic right down to the weight numbers on the cab. The cavernous interior will hold a doll house full of furniture, and full-width doors make loading easy. The cab can be detached from the van. All-steel cab and van. 24¼" long, 8¾" high, 6" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–661	739	30 lb.	*$ 8.00

Four in a carton

CAR CARRIER

Lever positions ramp for unloading scale model plastic cars. Glassed–in cab, seats, dashboard and steering wheels, two coats of paint, 27–inch. long, 6-5/8–inch high, 5-5/8–" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–695	840	30 lbs.	$ 8.00

Four in a carton

PUMPER

When standard garden hose is connected to its hydrant, shoots out jet of water. Miniature hydrant wrench controls flow of water. 36–inch fire hose winds up on reel, two hydrant hoses, removable ladder. Enclosed-cab, seats, steering wheel. White side-wall tires. 15-3/8–inches long, 6-5/8 inches high and 6–inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
482–703	926	26 lbs.	$ 9.00

Four in a carton

TONKA TOYS, INC. DEPT. T

HORSE VAN

Van drops down to provide ramp for unloading horses, truck has white sidewall tires and protected by two coats of paint. 12¾–inches long, 5-3/8 inch-high, 5-3/8–inches wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
478–993	430	17 lbs.	$4.00

Six in a carton

STAKE TRUCK AND TRAILER

Pick-up, ball-type trailer hitch, easily detachable, all steel. TX500 lifetime tires, white sidewalls. Carries 2 large poly animals. 21-5/8–inches long & 5¼–inch high, 5½–inches wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
479–006	504	27 lbs.	$ 5.00

Six in a carton

GRADER

Lever behind all weather cab turns front wheels, scraper blade tilts and rotates to a variety of positions. All steel grader has floating tandem back wheels, front seats and realistic motor - Tires deep grooved for traction. 17-1/8–inches long, 7–inches high & 7–inch wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
479–022	510	27 lbs.	$ 5.00

Six in a carton

DRAGLINE

Tractor moves backwards and forwards on deep-grooved treads. Cab swivels 360° on base. Bucket scoops dirt toward cab by bottom crank. Bucket is raised for dumping by top crank. Heavy steel construction, nylon cables. 18" long, 18" high, 6" wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
482–463	514	24 lbs.	$5.50

Six in a carton

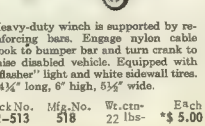
"JEEP" RUNABOUT

Has steering wheel, front seats, real white sidewall tires, and custom chrome discs. Realistically designed boat, with windshield, canopy, and detachable motor, is mounted on tandem wheel trailer. Winch pulls boat on trailer. 24⅝" long, 5⅜" high, 5¼" wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
482–489	516	20 lbs.	*$ 5.00

Six in a carton

WRECKER



Heavy-duty winch is supported by reinforcing bars. Engage nylon cable hook to bumper bar and turn crank to raise disabled vehicle. Equipped with "flasher" light and white sidewall tires. 14¾" long, 6" high, 6⅛" wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
482–513	518	22 lbs.	*$ 5.00

Six ina carton

HYDRAULIC DUMP

A dump truck that actually unloads automatically. A touch on the release lever and the load is raised smoothly and hydraulically by safety-type cylinder. The 2-position tailgate permits straight dumping or spreading. Comes with white sidewall tires and dual rear wheels. 13⅛" long, 6¼" high, 6¼" wide.

Stock No.	Mfg.No.	Wt.ctn.	Each
482–521	520	24 lbs.	*$ 5.00

Six in a carton

SHOVEL

All steel. Hand operated scoop. Movable cab. Rubber treads. Length, 20–inches.

Stock No.	Mfg.No.	Wt.ctn.	Each
466–789	526	28 lbs.	*$ 5.00

Six in a carton

Tonka
MOUND MINNESOTA

FALCON

This real-life model is made of durable plastic with white sidewall tires. 6¼-inches long, 2-inches high, 2¼-inches wide. Packed in poly-bag.

Stock No.	Mfg. No.	Wt. ctn.	Each
479-279	5110	13 lbs.	$ 0.59

Forty-eight in a carton

TO-PLA-TOYS
2-STING RAYS

Exact reproduction in durable plastic of the fast-back sportscars, right down to bucket seats, white sidewall tires. 6¼-inches long, 2-inches high and 2½-inches wide. Individually Poly bagged.

Stock No.	Mfg. No.	Wt. ctn.	Each
479-410	5120	18 lbs.	$ 0.79

Forty-eight in a carton

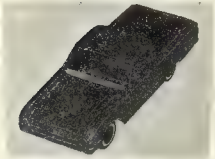
MOTOR BOAT

Motor boat equipped with windshield, canopy, seats, detachable motor. Two-tone color. Made of durable plastic 13-inches long, 3¼-inches high, 4-3/8-inch wide. Individually packed.

Stock No.	Mfg. No.	Wt. ctn.	Each
479-667	5130	12½ lbs.	$ 1.25

Twenty-four in a carton

RANCHERO



Popular miniature pick-up truck, hard durable plastic body and long-wearing white sidewall tires built for roughest road trips. 6¼-inches long, 2-inch high, 2½-inches wide. Individually poly-bag.

Stock No.	Mfg. No.	Wt. ctn.	Each
479-378	5115	13 lbs.	$ 0.59

Forty-eight in a carton

6-ANIMALS

Life-like farm animals, made of tough polystyrene. Set includes, two horses, two cows. two bulls. Individually poly bagged.

Stock No.	Mfg. No.	Wt. ctn.	Each
479-576	5125	10½ lbs.	$ 1.00

Twenty-four in a carton

TONKA TOYS, INC.

DEPT. T

AERIAL LADDER

Ladder can be cranked up to 36 inch, adjusted to six different angles. Base revolves 360o - Two auxiliary ladders, Detachable cab, seats, steering wheel. All steel body. TX–500 lifetime tires and 30–inches long, 6¼–inches high & 6–inch wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
466–862	998	30 lbs.	$10.00

Four in a carton

OUTDOOR LIVING

Jeep–Surrey has gay stripes and cloth fringed top, spare tire in back is de–tachable - Camper has smart style–side body, back panel of van swings out for loading and windows slide open. Jeep run–about carries four suitcases and pulls trailer with workable winch also realistic boat has detachable motor. All vehicles are steel with white side–wall tires and chrome wheel discs. Individually packed display pack, size 27¾–inches long, 8–9/16 inches high, 14–3/8–inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
466–268	2140	11 lbs.	*$14.00

One Set in a carton

MILITARY SET

Includes giant Dozer, Road Scraper, Troop carrier and Jeep Commander, all in authentic Army colors. All units are steel with rubber tires.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
466–938	2170	14 lbs.	*$17.00

One set in a carton

CONSTRUCTION SET

Authentic scale models that operate like real trucks, Cement mixer, de–tachable sand loader. Dump truck & trencher. All units made of steel.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
479–055	2175	16 lbs.	17.00

One set in a carton

MIGHTY TONKA DUMP

Strong enough for a child to ride on. Made of automobile gauge steel. Has wheel bearings, back section raises for dumping. Enclosed cab, "steering wheel, bumper fitted with shock ab–sorbing pads. Tires over size & gro–oved - 18½–inches long, 9¾–inches high, 8¼–inch wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
479–196	2900	29 lbs.	$ 9.00

Four in a carton

MIGHTY TONKA CLAM

Angle of boom controlled by crank at top of cab. Side crank operates clam bucket which closes automatically & when raised and opens automatically when lock trips plate at top and both cranks can be locked in position also counter weights in back of cab with pivots 360o - Clam travels on treads deep grooved for traction. 25–inches long, 18–inches high, 8½–" wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
479–204	2905	26 lbs.	$ 9.00

Four in a carton

MIGHTY MOBILE CRANE

Lockable cranks adjust boom angle & operate clam bucket which opens and closes automatically. Boom folds for easy storing. Back cab pivots 3600-steering wheel - Enclosed front cab/ Truck has wheel bearings and over–size tires grooved for traction, bumper fitted with shock absorbing pads. 25 inches long, 20–inch high, 7¾" wide-

Stock No.	Mfg. No.	Wt. ctn.	Each
479–212	2940	47 lbs.	$13.00

Four in a carton

MATTEL INC.

BARBIE ENSEMBLE PAKS – LESS DOLL

CHEER LEADER

Dazzling red corduroy skirt, white pull-over sweater with letter–M, also white socks, red tennis shoes, red & white Pom–pons/ megaphone.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–155	0876	3½ lbs.	$ 2.50

Twelve in a carton

BABY SIT

Baby doll with bassinette & clothing.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–140	0953	5 lbs.	$ 2.50

Twelve in a carton

ABOARD SHIP

Red, white and blue dress, camera & travel folder.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–209	1631	4 lbs.	$ 2.50

Twelve in a carton

STORMY WEATHER

Yellow belted raincoat with matching hat, closed umbrella. White rain boots.

Stock No.	Mfg. No.	Wt. ctn.	Each
484–360	0949	4½ lbs.	$ 2.50

Twelve in a carton

SKATERS WALTZ

Wool stretch jersey skating dress also-mittens/ Skates.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–183	1629	5 lbs.	$ 2.50

Twelve in a carton

INVITATION TO TEA

One–piece Hostess pajama set & tea set.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–241	1632	4 lbs.	$ 2.50

Twelve in a carton

MATTEL INC. DEPT.T

BARBIE ENSEMBLE PAKS- LESS DOLL

SATURDAY MATINEE

Brown and gold tweed suit, matching hat, shoes, gloves & purse.

Stock No.	Mfg. No.	Wt. ctn.	Each
480-731	1615	5 lbs.	$ 3.50

Twelve in a carton

SLUMMER PARTY

Long robe and pajamas, slippers and comb, brush, curler, scale & booklet-

Stock No.	Mfg. No.	Wt. ctn.	Each
491-597	1642	4½ lbs.	$ 3.50

Twelve in a carton

POODLE PARADE

Knit check coat over sheath dress.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-852	1643	4½ lbs.	$ 3.50

Twelve in a carton

ON THE AVENUE

White and gold knit suit with gold accents.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-902	1644	5 lbs.	$ 3.50

Twelve in a carton

CINDERELLA

Two complete outfits- Cinder dress/ and Golden full-dress. Accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
493-676	0872	6½ lbs.	$ 4.00

Twelve in a carton

GUINEVERE

Velvet floor length gown. Blue hat & long gloves/ Shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
493-684	0873	5½ lbs.	$ 4.00

Twelve in a carton

MIDNITE BLUE

Satin skirt, matching coat, white fur collar/ gloves/ purse/ shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-215	1617	5½ lbs.	$ 4.00

Twelve in a carton

GOLDEN GLORY

Gold evening gown, matching coat and accessories.

Stock No.	Mfg. No,	Wt. ctn.	Each
492-223	1645	5 lbs.	$ 4.00

Twelve in a carton

MAGNIFICENSE

Satin & chiffon evening dress, matching coat/ fur collar/pink slip/ shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-553	1646	7 lbs.	$ 5.00

Twelve in a carton

DEPT. T

MATTEL INC.

STANDARD BARBIE

Jersey swim suit, high heeled shoes-Size, 11½-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
477-810	0850	7½ lbs.	$ 3.10

Twelve in a carton

BARBIE

With life like bendable legs, one piece-swim suit, shoes and wire stand. 11½ inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
481-705	1070	8¼ lbs.	$ 4.10

Twelve in a carton

STANDARD MIDGE

2-piece Jersey swim suit and high heeled shoes. Rooted hair, wire stand. 11½-inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-957	0840	7½ lbs.	$ 3.10

Twelve in a carton

MIDGE

Life-like bendable legs, striped swim-suit, high heeled shoes, wire stand & 11½-inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
481-713	1080	8¼ lbs.	$ 4.10

Twelve in a carton

STANDARD KEN

Bathing trunks, beach jacket, sandals, wire stand. 12½-inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-625	0750	9 lbs.	$ 3.50

Twelve in a carton

KEN

Bendable legs. Beach trunks, jacket, sandals, wire stand. 12½-inches tall-

Stock No.	Mfg. No.	Wt. ctn.	Each
490-243	1020	10¾ lbs.	$ 4.50

Twelve in a carton

MATTEL INC.

BARBIE ENSEMBLE PAKS – LESS DOLL

PAJAMA PARTY

Tailored, two–piece pajamas plus clock.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–421	1601	3½ lbs.	$ 1.50

Twelve in a carton

FUN – N –GAMES

Sport dress plus croquet set.

Stock No.	Mfg. No.	Wt. ctn	Each
490–789	1619	3½ lbs.	$ 1.50

Twelve in a carton

KNIT HIT

Two–piece knit outfit with red flat shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–019	1621	3½ lbs.	$ 1.50

Twelve in a carton

CRISP–N– COOL

Skirt, blouse with buttons, scarf also purse, gloves and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–546	1604	3½ lbs.	$ 1.50

Twelve in a carton

JUNIOR DESIGNER

Dress to be decorated with adhesive backed cut–outs. Electric play iron & folder.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–946	1620	3 lbs.	$ 1.50

Twelve in a carton

STUDENT TEACHER

One–piece dress with jersey top, belt, shoes, glasses, Globe and book.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–068	1622	3 lbs.	$ 1.50

Twelve in a carton

MATTEL INC.

BARBIE ENSEMBLE PAKS – LESS DOLL

VACATION TIME

Bulky knit sweater, shorts, flat shoes, camera.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–076	1623	3½ lbs.	$ 1.50

Twelve in a carton

IT'S COLD OUTSIDE

Warm felt coat, simulated fur collar & matching hat.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–611	0819	4½ lbs.	$ 2.00

Twelve in a carton

SKIN DIVER

Two–piece swim suit, hooded sweat shirt/Swim accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–736	1608	3 lbs.	$ 2.00

Twelve in a carton

BLACK MAGIC ENSEMBLE

Black sheath dress with tulle cape & accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–106	1609	3½ lbs.	$ 2.00

Twelve in a carton

FUN AT THE FAIR

Wrap around skirt, print blouse & matching kerchief, tennis shoes & cotton candy.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–084	1624	3½ lbs.	$ 2.00

Twelve in a carton

MODERN ART

Gallery tour dress, matching shoes & program/ Painting.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–100	1625	4 lbs.	$ 2.00

Twelve in a carton

DANCING DOLL

Casual party dress, includes accessories and record player.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–118	1626	4 lbs.	$ 2.00

Twelve in a carton

COUNTRY CLUB DANCE

White crepe stand out dress, white gloves, pearl necklace, gold purse & shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–142	1627	4 lbs.	$ 2.00

Twelve in a carton

BRUNCH TIME

Butterfly print dress with cooking utensils.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–175	1628	4 lbs.	$ 2.00

Twelve in a carton

KEN AND ALLAN ENSEMBLE PAKS – LESS DOLL

CAMPUS CORDUROYS

Beige corduroy sports jacket, leather patches on elbows, & beige corduroy, slacks.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–787	1410	3½ lbs.	$ 2.00

Twelve in a carton

OFF TO BED

Red, blue and multi–color knit ski–P.J Red plush slippers, alarm clock, glass milk and red telephone.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–710	1413	3½ lbs.	$ 2.00

Twelve in a carton

ARABIAN NIGHTS

Gold metallic pants, velvet coat, gold turban, red and gold shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–795	0774	5 lbs.	$ 3.00

Twelve in a carton

HIKING HOLIDAY

Beige bermuda shorts, olive green and bulky sweater, brown hiking shoes and white socks.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–702	1412	3 lbs.	$ 2.00

Twelve in a carton

HOLIDAY

Blue slacks and white knit shirt also checked hat. Black/white shoes/sock

Stock No.	Mfg. No.	Wt. ctn.	Each
492–751	1414	3 lbs.	$ 2.00

Twelve in a carton

DRUM MAJOR

Bright striped trousers, jacket with red and gold trim, push hat & accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–811	0775	5 lbs.	$ 3.00

Twelve in a carton

STANDARD ALLAN

Molded red hair. Dressed in trunks & jacket, sandals. Wire stand. 12½–inch tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–316	1000	9 lbs.	$ 3.50

Twelve in a carton

ALLAN

Bendable legs, bathing trunks, beach jacket, sandals. Wire stand, 12¼ inch tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–417	1010	10¼ lbs.	$ 4.50

Twelve in a carton

STANDARD SKIPPER

Red and white swim suit, red shoes, brush, comb and head band. 9¼–inch tall. Wire stand.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–540	0950	5½ lbs.	$ 3.00

Twelve in a carton

SKIPPER

Bendable legs, swim suit, shoes and hair band, hair brush, comb. Has wire stand. 9¼–inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–466	1030	7 lbs.	$ 4.00

Twelve in a carton

RICKY

Movable arms, legs and head. Bathing trunks, beach jacket, sandals. Wire stand - 9¼–inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–565	1090	6 lbs.	$ 3.00

Twelve in a carton

SKOOTER

Two–piece swim suit, Pony–tail–hair do. Wire stand. 9¼–inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–607	1040	6 lbs.	$ 3.00

Twelve in a carton

MATTEL INC.

BARBIE - KEN AND ALLAN ENSEMBLE PAKS - LESS DOLL

GOLD 'N GLAMOUR

Gold tweed dress and jacket has fur trim scarf, hat gloves also purse and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
492-587	1647	7 lbs.	$ 4.00

Twelve in a carton

GOING BOWLING

Bright red sports shirt, grey slacks

Stock No.	Mfg. No.	Wt. ctn.	Each
491-431	1403	3½ lbs.	$ 2.00

Twelve in a carton

ROLLER SKATE DATE

Smart orange, green and white argyle sweater with orange cap, brown roller skating shoes/ skates attached.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-456	1405	34 lbs.	$ 2.00

Twelve in a carton

SKIN DIVER

Multi stripe swim trunks, bright orange, hooded sweatshirt, face mask & swim fins, snorkel.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-464	1406	3½ lbs.	$ 2.00

Twelve in a carton

FOUNTAIN BOY

White cotton short sleeved jacket and cap, accessories include tray/ sodas-spoons, napkins, order book/ pencils.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-480	1407	3½ lbs.	$ 2.00

Twelve in a carton

GOIN' HUNTING

Red plaid shirt, blue jeans also red hunter cap, socks, boots and Rifle.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-779	1409	5 lbs.	$ 2.00

Twelve in a carton

BARBIE ENSEMBLE PAKS – LESS DOLL

DISC DATE

White blouse and fushia evening skirt, Record player and records.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–266	1633	4 lbs.	$ 2.50

Twelve in a carton

LEARNS TO COOK

Print dress - Cooking utensils.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–290	1634	4 lbs.	$ 2.50

Twelve in a carton

FASHION EDITOR

Dress jacket and matching hat, shoes and camera.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–324	1635	4 lbs.	$ 2.50

Twelve in a carton

ARABIAN NIGHTS

Satin and chiffon dress, gold necklace, earrings & shoes. Magic lamp & story -

Stock No.	Mfg. No.	Wt. ctn.	Each
493–437	0874	5 lbs.	$3.00

Twelve in a carton

DRUM MAJORETTE

Short white pleated skirt, red velvet jacket with gold braid trim, sheer nylon tights, white boots and gold baton. Red hat with gold trim, white gloves.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–460	0875	4 lbs.	$ 3.00

Twelve in a carton

RED FLARE

Red veleteen flared coat, pill box hat purse, long white gloves, red shoes-

Stock No.	Mfg. No.	Wt. ctn.	Each
490–532	0939	5 lbs.	$ 3.00

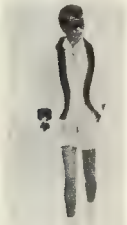
Twelve in a carton

DEPT. T

MATTEL INC.

KEN AND ALLAN ENSEMBLE PAKS – LESS DOLL

TIME FOR TENNIS



Knit tennis blazer, shorts, polo shirt, sun glasses and racket.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–714	0790	5 lbs.	$ 3.00

Twelve in a carton

TOUCHDOWN

Bright red padded football trousers & sweatshirt with Red plastic shoulder guards, matching football helmet, regulation shoes, socks an football.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–447	0799	5 lbs.	$ 3.00

Twelve in a carton

COLLEGE STUDENT

Slacks, plaid sports jacket, shirt, tie, shoes and typewriter.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–884	1416	5 lbs.	$ 3.00

Twelve in a carton

SAILOR

Middy with rank on sleeve, black tie, bell bottom trousers, gob cap, duffle bag, black shoes and white socks.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–363	0796	5 lbs.	$ 3.00

Twelve in a carton

MR. ASTRONAUT

Silver space suit with mittens, space helmet/brown zipper boots/American–Flag.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–819	1415	5 lbs.	$ 3.00

Twelve in a carton

ROVIN' REPORTER

Navy blue slacks, red cardigan jacket with gold buttons, white short sleeved shirt, black shoes & socks. Camera.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–892	1417	5 lbs.	$ 3.00

Twelve in a carton

MATTEL INC.

BARBIE ENSEMBLE PAKS – LESS DOLL

DOG–N–DUDS

Plush Poodle and accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
493–890	1613	5 lbs.	$ 3.00

Twelve in a carton

SLEEPING PRETTY

Nylon gown and pillow, brush, comb, slippers.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–407	1636	5 lbs.	$ 3.00

Twelve in a cartonm

OUTDOOR LIFE

Sport Jacket and Capris.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–472	1637	5 lbs.	$ 3.00

Twelve in a carton

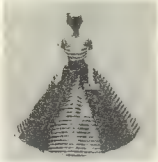
FRATERNITY DANCE

Chiffon over taffeta, gloves, neck–lace and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–498	1638	5 lbs.	$ 3.00

Twelve in a carton

HOLIDAY DANCE



White striped evening gown with chif-fon sash, purse, gloves & shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–506	1639	5 lbs.	$ 3.00

Twelve in a carton

MATINEE FASHION

Dress with jacket, leopard fur collar hat, scarf and shoes.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–522	1640	3½ lbs.	$ 3.00

Twelve in a carton

MISS ASTRONAUT

Silver space suit with helmet & boots.

Stock No.	Mfg. No.	Wt. ctn.	Each
491–589	1641	4 lbs.	$ 3.00

Twelve in a carton

BRIDES DREAM

White satin wedding gown, chiffon-over–skirt. ruffle bridal veil with tiara also long white gloves/ garter/neck–lace/ shoes/ bouquet.

Stock No.	Mfg. No.	Wt. ctn.	Each
492–082	0947	5 lbs.	$ 3.50

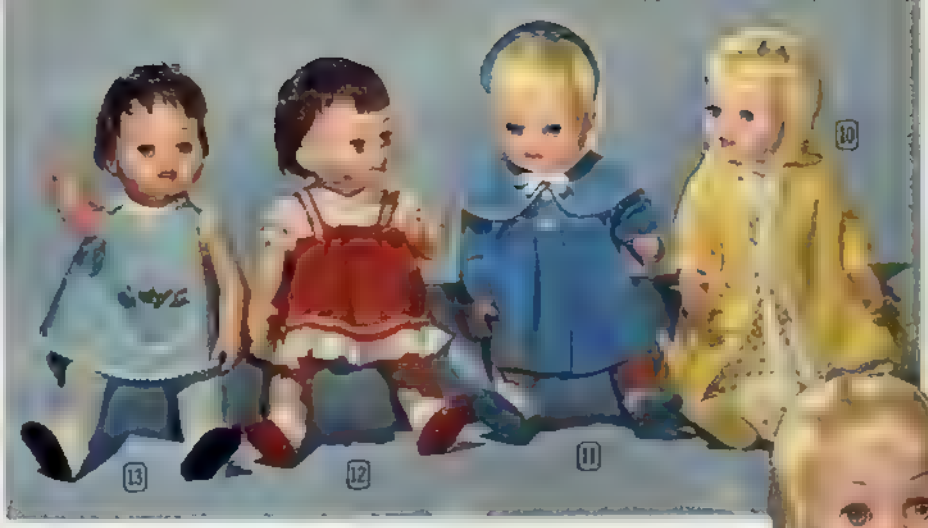
Twelve in a carton

JUNIOR PROM

Full length gown, white fur stole and accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
480–723	1614	5 lb.	$ 3.50

Twelve in a carton



We Chatter all day long

Just Pull the "Magic Ring"

[7] ADORABLE TINY CHATTY BABY—just 15 inches tall. She says 11 different things like "Doggie Bow Wow"—just pull the "Magic Ring." Rooted pixie haircut can be brushed, combed. Wears rompers with attached panties, slipper socks, bib. Moving eyes, fully jointed—outfits (10)-(13).
48 T 4260—BLOND. Ship. wt. 2 lbs. 4 oz.... $6.27
48 T 4267—BRUNETTE. Ship. wt. 2 lbs 4 oz. $6.27

[8] COLORED TINY CHATTY BABY like (7).
48 T 4125—Ship wt. 2 lbs. 4 oz..... $6.27

[9] TINY CHATTY BABY HAS A TWIN BROTHER—he laughs, cries and talks, says 11 things. 15 in. tall, wears one-piece suit, cap, slipper socks. Rooted hair, moving eyes, fully jointed
48 T 4281 -Ship. wt. 2 lbs. 4 oz. $6.27

[10]–[13] OUTFITS FOR TINY CHATTY BABY (No doll)

(10) NIGHT-NIGHT—terry robe, nightie, slippers.
48 T 4242—Ship. wt. 6 oz. $2.27

(11) BYE-BYE—pique coat with matching hat.
48 T 4240—Ship. wt. 7 oz.....$1.67

(12) NEW DASHIN' DOTS—dress, pants, slippers.
48 T 4270—Ship. wt. 6 oz. $1.77

(13) NEW PLAYMATE—smock, stretch tights, shoes.
48 T 4271 -Ship. wt. 6 oz..... $1.74

[14] HIGH-IMPACT PLASTIC CRIB with drop side for Tiny Chatty Baby or Brother. Twirly Bird actually spins in headboard. Soft mattress.
48 T 4501—Ship. wt. 4 lbs. (no doll) $4.77

[15] TINY CHATTY BABY GIFT SET—like (7) wears party dress, shoes, socks PLUS romper suit, hat, sandals, coat, hat. (No hair color choice)
48 T 4282 Ship. wt. 3 lbs. 12 oz..... .. $9.87

"Hi, Mama!"

[9] $6.27

"Cookie All Gone"

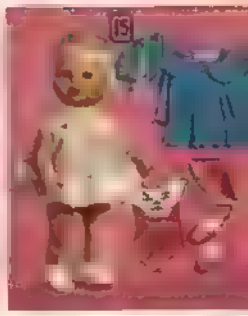
"Doggie Bow Wow"

$6.27 [7]

[8] $6.27

By Mattel

[14] Chatty Baby's Crib $4.77



Chatty Cathy and Her Gift Set

$13.43

18-IN. CHATTY BABY

$9.37

[18] BIG CHATTY BABY—so talkative, so lovable, she says 18 different things—laughs, cries and jabbers like a real baby. Comb, brush her rooted hair, has moving eyes, is fully jointed. Wears romper with pinafore, slipper socks. About 18 in. tall.
48 T 3897 -Ship wt. 3 lbs. 8 oz..... ..... $9.37

Shop the Easy Wards Way—By Telephone—It's So Easy to Do Your Christmas Gift Buying—See Page 362

[16] Chatty Cathy

$8.88

[16] CHATTY CATHY is such a charming chatterbox—pull the "Magic Ring" and she says 18 different things at random. Wears velvet and lace dress, panties, shoes and socks. Her rooted blond hair is styled in twin ponytails. Fully jointed, moving eyes. About 20 in. tall. Ship. wt. 3 lbs.
48 T 4145 Only $8.88

[17] CHATTY CATHY EXACTLY LIKE (16) comes with her own pretty toddler wardrobe—includes her velvet coat with fur-like trim, matching flowered headband, slacks, top, sandals and beach hat in gift set. Ship. wt. 5 lbs.
48 T 4284 . . . Complete $13.43

A Talk of the Town VALUE

CUDDLY CATHY

Drinks, Wets . . Complete with Her Own Furniture

$5.99

(1) CUDDLY CATHY DRINKS AND WETS, has fully jointed body, molded hair. Abt. 14 in. tall, she wears dress and hat.

3 pc. furniture set includes crib with canopy and mattress, high chair with removable tray and dresser with 4 pull-out drawers. Ship. wt. 6 lbs. 3 oz.

48 T 4159—Complete (1 Doll)..... Only $5.99

(2) BEAUTIFUL BRIDE wears gown, veil, crinoline, panties, shoes. Abt. 20 in., fully jointed, rooted hair, moving eyes. Has coat, hat, 2 pc. dress, playsuit, pajamas, gown, stole, plus comb, brush and mirror.

48 T 4211—Wt. 1 lb. 8 oz. Complete..... $5.66

(3) FASHION DOLL with rooted hair, painted features—only 88c. Abt. 11½ in. tall, wears bathing suit and shoes. Outfits only sold below (1 other fashion doll).

48 T 4164—DOLL ONLY. Ship. wt. 9 oz..... 88c

(4) 48 T 8385—NEGLIGEE. Ship. wt. 2 oz. 88c

(5) 48 T 8384—BRIDAL SET. Ship. wt. 2 oz. 88c

(6) 48 T 8386—PARTY DRESS. Wt. 2 oz..... 88c

BUY DOLL AND 3 OUTFITS—SAVE 15%.

48 T 8387—Complete. Ship. wt. 1 lb..... $2.99

(7) BABY HAS JUST HAD HER BATH, she wears terrycloth wrapper and turban to dry her cozy and warm. About 12 in. tall, fully jointed, with rooted hair, moving eyes. Layette includes dress, overalls, booties, shirt, diaper, clothespins, soap, bubble bath, floating duck.

Bathinette easily converts to dressing table, has convenient pockets for her baby toiletries. (1 doll only.) Ship. wt. 1 lb. 14 oz.

48 T 8371.....Complete $3.99

For Fashion-Minded Dolls

(8) DRESS, BONNET, pajamas, 2-pc. play set, booties, bottle, rattle. Ship. wt. 8 oz.

48 T 4329—For dolls 11 to 14 in..... $2.96

48 T 4330—For dolls 15 to 17 in..... 3.49

(9) DRESS, BONNET, blanket, night gown, play set, overalls, jacket, bonnet, bottle, rattle, shoes, socks. Wt. 10 oz.

48 T 4332—For dolls 11 to 14 in..... $4.49

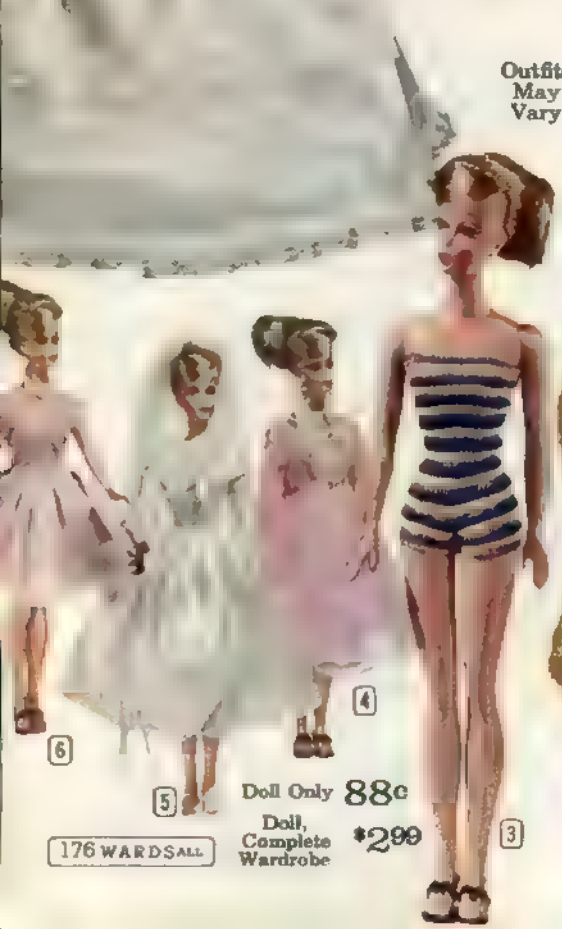
48 T 4333—For dolls 15 to 17 in..... 4.99

48 T 4334—For dolls 18 to 21 in..... 5.49

(2) *Radiant Bride and Her Trousseau*

ONLY $5.66

Outfits May Vary



Bathinette Baby

Doll, Bathinette, Layette $3.99

(4) (5) (6) Doll Only 88c

Doll, Complete Wardrobe $2.99

(3) (7)

(8) Layette $2.96 11-14 in.

(9) Layette $4.49 11-14 in.

If service is required within the warranty period, bring the item to the nearest LIONEL APPROVED SERVICE STATION along with the upper section of your warranty card. Should you decide to return the item to the Factory, you must first write to THE LIONEL SERVICE COMPANY, Hoffman Place, Hillside, New Jersey 07205, advising us what the article is, the Warranty Card Number, and what your problem seems to be. We will send you a RETURN AUTHORIZATION LETTER and a LABEL to assure you that your merchandise will be accepted at the Factory. Before assuming that a piece of equipment is defective, please re-read the operating instructions carefully. There is no need to return the complete outfit when the trouble is in one piece of equipment only.

When returning equipment to the Factory, a $1.00 handling charge should be included on all trains and raceways, and $2.00 on all phonographs.

Make sure the item is packed carefully to avoid damage in transit and mailed by insured parcel-post or railway express together with our AUTHORIZED RETURN LETTER and LABEL affixed to the outside of the package.

LIONEL SERVICE POLICY

Lionel products are fully guaranteed against defects in material or workmanship for the following periods: Lionel Trains—one year from date of purchase. Lionel Phonographs, Lionel Raceways and Speedways—90 days from date of purchase.

Should any defect develop, Lionel or a Lionel Approved Service Station will repair or replace any defective part or parts, providing the equipment has received normal use and care and, in our or our Service Station's judgement, no damage has resulted from abuse, accident or neglect. Although Lionel Approved Service Stations are independently owned and operated, each has been carefully checked by the Lionel Toy Corporation for reliability. These Service Men are experts and most of them have been adjusting and repairing Lionel equipment for many years. Lionel Authorized Service Station approval is not permanent and must be renewed each year to assure continuing high standard of service.

The Lionel Toy Corporation assumes no responsibility, financial or otherwise, for material left or work done by privately-owned Lionel Approved Service Stations. However, any complaints brought to our attention will be quickly investigated.

NOTE: THE LIONEL SERVICE COMPANY and LIONEL-APPROVED SERVICE STATIONS endeavor to provide the fastest possible service at all times. However, whenever possible, have your Lionel equipment repaired between the months of March and September when the facilities of Authorized Service Stations are in the best position to give you prompt and efficient service.

The Lionel Toy Corporation

LIONEL APPROVED SERVICE STATIONS

1965-1966

Look for current date on factory seal of approval

Only Lionel Approved Service Stations are authorized to service warranteed merchandise

CALIFORNIA

BAKERSFIELD	290	Friesen Model Trains 2000 Quincy St.
BERKELEY	3	Berkeley Hobby 2109-2145 University Ave.
BUENA PARK	280	Train & Hobby Shop Knott's Berry Farm
COMPTON	287	Model-Rama Pit Stop 1316 East Alondra Blvd.
FRESNO	275	Arbur's Toy Shop, 3033 Blackstone
HOLLYWOOD	283	Hollywood Hobby 1522 Cahuenga Blvd.
INGLEWOOD	417	Imperial Hobby 2694 West Imperial
	278	Western States Service Ctr. 1313 No La Brea
LA HABRA	9	Pat's Hobby Shop 1941 W. Central Ave
LAKEPORT	471	Valley Trains & Repair 60 So Main Street
LOS ANGELES	484	Art Truman, 3161 Butler Avenue
MOJAVE	339	Action Hobby Shop Star Route #1 - Box 87
OAKLAND	8	Lee's Train Service 3980 Piedmont Ave
PANORAMA CITY	482	Tandem Hobby & Bike 13621½ Chase Street
PASADENA	395	Carousel Toys 1726 East Colorado Blvd
	286	Heeries, Inc., 1312 No. Lake Ave.
	505	Macabeb Toys Co. 2980 E Colorado Blvd.
RESEDA	7	Aero Shop 19314-16-18 Vanowen St.
ROSEMEAD	277	Toytown, 8914 E Valley Blvd.
SACRAMENTO	473	Allgier's Auto Electric 3121 Stockton Boulevard
	4	M. K. Vance Train Repairs 2336 - 5th Avenue
SACRAMENTO (North Area)	483	Allgier's Train Repairs & Sales 4095 Las Pasas Way
SAN ANSELMO	396	Gumming's House of Hobbies 562 San Anselmo Avenue
SAN BERNARDINO	338	Blair's Toys, 426 Highland Ave.
SAN DIEGO	284	Frank "The Trainman" 4310 Park Blvd
	480	"Gladys Trains" 4275 University Ave
SAN RAFAEL	5	Roy E. Hooper Lock & Model Shop 211 W. Bonita Ave.
SAN FRANCISCO	340	Bill's Terminal Trainaterium 2049 Market St
SAN JOSE	6	Huston's Hobby Shop, Inc. 335 South First St.
	509	Bill's Electric Train Service 809 North 15th St
SAN LEANDRO	285	Hellwig's Bay Fair Toys 244 Bay Fair Shopping Center
SAN LORENZO	281	Hobbies Unlimited 17331 Hesperian Blvd
SAN MATEO	291	Trains-nothing-but-Trains 139 West 25th Ave
SANTA ANA	276	Harold's Train Shop 1506 West Edinger
SANTA BARBARA	289	Baumgarten's, 220 Anacapa Street
SAN RAFAEL	285	Northgate Toy & Hobbies 192 Northgate Shopping Ctr
SUNNYVALE	482	Engine House, 672 Alberta Ave.
VALLEJO	816	Stallings Bros. Toy Center 939 Tennessee St
WALNUT CREEK	386	Brown's Hobby Center 1356 N Main St.

OREGON

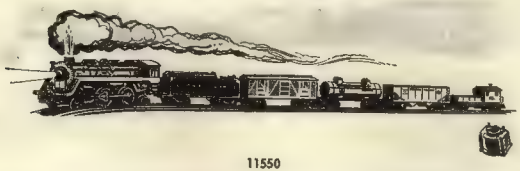
EUGENE	301	Eugene's Toy & Hobby 98 E. 10th Avenue
GLADSTONE	198	Jack Grenfell, 390 West Arlington
PORTLAND	306	Broadway Radio Service 1501 N. E. 7th
SALEM	187	Burroughs Electric 175 Commercial St., N.E.

HAWAII

HONOLULU	405	Brazil's Hobby & Service Ctr. 2569 Peter St.

THE LIONEL CORPORATION
027 GAUGE

6-UNIT STEAM FREIGHT



11550

Set Comprises

- No. 239LTS Die-cast Steam Loco/Smoke/ Headlight and Whistle Tender
- No. 6473 Rodeo Car
- No. 6465 Tank Car
- No. 6176 Hopper Car
- No. 6130 Work Caboose
- 8 Sections No. 1013 Curved Track
- 1 Section No. 1018 Straight Track
- No. 6149 Remote Control Uncoupling track
- No. 1073/60-watt Transformer/Circuit breaker
- No. 147 Whistle Controller
- CTC Lockon

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-281	11550	4	48 lbs.	$40.00

7-UNIT TEXAS SPECIAL DIESEL FREIGHT

11560

Set Comprises

- No. 211 Texas Special-AA Diesel with Headlight
- No. 6473 Rodeo Car
- No. 6176 Hopper Car
- No. 6142 Gondola/ Canisters
- No. 6465 Tank Car
- No. 6059 Caboose
- 12 Sections No. 1013 Curved track
- 3 Sections No. 1018 Straight Track
- No. 1020-90o Crossover
- No. 6149 Remote Control uncoupling track
- No. 1025/45-watt transformer/Circuit breaker
- CTC Lockon

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-331	11560	4	46 lbs.	$ 37.50

THE LIONEL CORPORATION

027 GAUGE

6-UNIT STEAM FREIGHT

11520

No. 242/1062T Steam Loco and Tender/Headlight
No. 6176 Hopper Car
No. 3364 Operating Log Dump Car
No. 6142 Gondola/Canisters
No. 6059 Caboose
8 Sections No. 1013 Curved Strack
1 Section No. 1018 Straight Track
No. 6149 Remote Control Uncoupling Track
No. 1010/35-watt Transformer/Circuit Breaker
CTC Locken

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-067	11520	4	33 lbs.	$ 20.00

5-UNIT SANTA FE DIESEL FREIGHT

11530

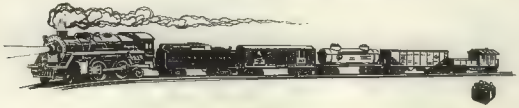
Set Comprises

No. 634 New Santa Fe Diesel Switcher
No. 6014 Frisco Box Car
No. 6142 Gondola/Canisters
No. 6402 Flat Car/Cable Reels
No. 6130 Santa Fe Work Caboose
8 Sections No. 1013 Curved Track
1 Section No. 1018 Straight Track
No. 6149 Remote control Uncoupling track
No. 1010/35-watt Transformer/Circuit breaker
CTC Locken

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-091	11530	4	37 lbs.	$ 25.00

6-UNIT STEAM FREIGHT



11540

Set Comprises

Set includes the same rolling stock as Outfit No. 11550. Transformer is substituted by 1025/45-watt power Unit and does not include No. 147 Whistle Controller. No. 739/242T Loco & Tender are substituted for the No. 239LTS

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-265	11540	4	42 lbs.	$ 30.00

THE LIONEL CORPORATION
O-GAUGE

6-UNIT "O" BOSTON AND MAINE DIESEL FREIGHT

12800

Set Comprises

No. 2346 B&M Diesel/Headlight/Horn and Magne-Traction
No. 6428 U.S. Mail box car
No. 6436 Hopper Car
No. 6464-485 B&M Box car
No. 6415 Three-Dome Tank
No. 6017 Boston and Maine Caboose
8 Sections No. TOC Curved Track
5 Sections No. TOS Straight Track
UCS Remote control track set
Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-380	12800	4	54 lbs.	$ 60.00

7-UNIT "O" STEAM FREIGHT

12710

Set Comprises

No. 736LTS Berkshire Die-cast steam Loco/Tender/ and Headlight/ Smoke /Magne-traction/ Whistle
No. 6464/735 New Heaven box car
No. 6162 Gondola/ Canisters
No. 6414 Four-Auto Transport Car
No. 6476 Hopper Car
No. 6437 Illuminated Caboose
8 Sections No. TOC Curved Track
5 Sections No. TOS Straight Track
UCS Remote control track set
LW 125-watt transformer/ Circuit breaker
Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
476-481	12710	1	20 lbs.	$ 80.00

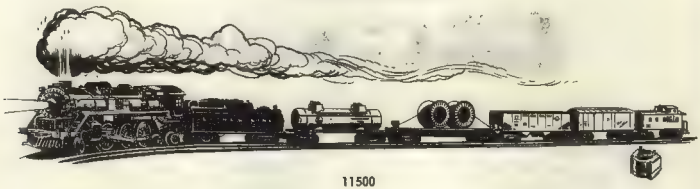
7-UNIT "O" DIESEL FREIGHT

Set Comprises

Set includes No. 2383 Santa Fe-AA Diesel with headlight/ Horn/ Two motors and Magne-Traction plus all the rolling stock, track, remote control set and LW Transformer as listed in Outfit No. 12710

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-398	12730	1	21 lbs.	$ 85.00

THE LIONEL CORPORATION
027 GAUGE
7-UNIT STEAM FREIGHT



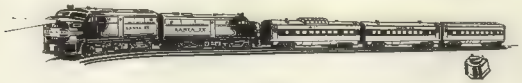
11500

Set Comprises

- No. 2029LTS Die-cast Steam Loco/Tender with Headlight/ Whistle/ Smoke
- No. 6465 Tank Car
- No. 6402 Flat car/ Cable reels
- No. 6176 Hopper Car
- No. 6014 Frisco Box Car
- No. 6059 Caboose
- 8 Sections No. 1013 Curved Track
- 3 Sections No. 1018 Straight Track
- No. 6149 Remote control uncoupling track
- No. 1073/60-watt Transformer/circuit breaker
- No. 147 Whistle Controller
- CTC Lockon
- Wires and Instruction Sheet

Stock No.	Mfg.No.	No/Ctn.	Wt.ctn.	Each
476-457	11500	4	57 lbs.	$ 50.00

5-UNIT SANTA FE DIESEL PASSENGER



11490

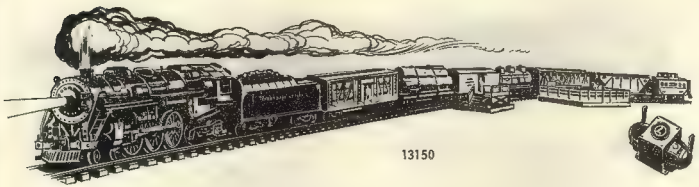
Set Comprises

- No. 212 Santa Fe-AA Diesel/Headlight/Horn
- No. 2404 Santa Fe-Vista-Dome
- No. 2405 Santa Fe Pullman
- No. 2406 Santa Fe Observation
- 8 Sections No. 1013 Curved Track
- 3 Sections No. 1018 Straight Track
- No. 6149 Remote control uncoupling track
- No. 1073/60-watt Transformer/Circuit breaker
- No. 147 Horn Controller
- CTC Lockon
- Wires and Instruction Sheet

Stock No.	Mfg.No.	No/Ctn.	Wt.ctn.	Each
476-465	11490	4	56 lbs.	$ 55.00

THE LIONEL CORPORATION
SUPER "O" GAUGE

9-UNIT SUPER-"O" STEAM FREIGHT



13150

Set Comprises

No. 773LTS Hudson-Steam Loco/ Headlight/ Smoke/ Whistle/ Magne-Traction
No. 3434 Operating Box Car
No. 6361 Timber Transport Car
No. 3662 Operating Milk car/ Platform
No. 6415 Silver Tank Car
No. 3356 Operating Horse Car/ Corral
No. 6436 Hopper Car
No. 6437 Illuminated Caboose

No. 112 Pair of remote control switches
16 No. 31 Super-O Curved Track
19 No. 32 Super-O Straight Track
4 No. 34 Super-O Halffstraight track
2 No. 39-25 complete operating sets for uncoupling & operating all cars.
ZW 275-watt transformer/ Circuit breaker

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
476-515	13150	1	45 lbs.	$ 225.00

THE LIONEL CORPORATION
O-GAUGE

8-UNIT "O" DIESEL FREIGHT

12820

Set Comprises

- No. 7322 Virginian Diesel/Headlight/Horn/ two motors/ Magne-traction
- No. 3662 Operating Milk Car/ Platform
- No. 6822 Searchlight Car
- No. 6361 Timber Transport Car
- No. 6464-735 New Haven box car
- No. 6436 Hopper Car
- No. 6315 Chemical Transport Car
- No. 6437 Illuminated Caboose
- 8 Sections No. TOC Curved Track
- 5 Sections No. TOS Straight track
- UCS Remote control track set
- LW 125-watt transformer/ Circuit breaker

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
477-430	12820	1	23 lbs.	$ 100.00

6-UNIT "O" DIESEL PASSENGER

12780

Set Comprises

- No. 2383 Santa Fe-AA Diesel/Headlight/ Two motors/ Horn.
- No. 2523 Illuminated "President Garfield" Pullman.
- No. 2522 Illuminated "President Harrison, Vista-Dome
- No. 2523 illuminated "President Garfield" Pullman.
- No. 2521 Illuminated President McKinley Observation.
- 8 Sections No. TOC Curved Track
- 5 Sections No. TOS Straight Track
- UCS Remote control Track Set

Wires and Instruction Sheet

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
476-507	12780	1	21 lbs.	$ 125.00

THE LIONEL CORPORATION

35-WATTS

No. 1010-35 Watt Transformer with built-in circuit breaker. Listed by UL.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-062	1010	35 lbs.	$ 6.00

Twelve in a carton

90-WATTS

No. 1044—Multi Control Transformer—90 Watts. Controls speed, horn and whistle. Two fixed voltages Circuit breaker. Listed by UL

Stock No.	Mfg. No.	Wt. ctn.	Each
482-257	1044	36 lbs.	$ 14.00

Eight in a carton

125-WATTS

LW—125 Watt Transformer—Two buttons control direction, horn or whistle. Two fixed voltage ranges. Light indicates "shorts." Circuit breaker—UL listed.

Stock No.	Mfg. No.	Wt. ctn.	Each
482-208	LW	40 lbs.	$ 20.00

Eight in a carton

130-WATTS

SW—130 Watt Transformer—Two train operation. Throttles control speed and stopping of train. Button on top controls one whistle Circuit breaker—UL listed

Stock No.	Mfg. No.	Wt. ctn.	Each
466-813	SW	25 lbs.	$ 25.00

Four in a carton

190-WATTS

KW—190 Watt Double Throttle Control Center—Can operate two trains and loads of accessories. Has circuit breaker and "shorts" indicator

Stock No.	Mfg. No.	Wt. ctn.	Each
482-224	KW	38 lbs.	$ 32.50

Four in a carton

275-WATTS

ZW—275 Watt Transformer—Can operate 4 trains at the same time, two separate horn and whistle circuits. Self-resetting circuit breaker

Stock No.	Mfg. No.	Wt. ctn.	Each
482-232	ZW	28 lbs.	$ 40.00

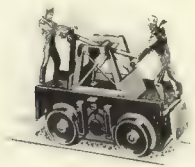
Two in a carton

THE LIONEL CORPORATION

DEPT. T

LOCOMOTIVES AND MOTORIZED UNITS

MOTORIZED HAND CAR



As unit moves down the track, gang-men raise and lower their arms. Cars self-propelling. 6-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
469-247	65	15 lbs.	$10.00

Twelve in a carton

SANTA-FE DIESEL SWITCHER

See Illustration in No. 11530 Set

Stock No.	Mfg. No.	Wt. ctn.	Each
489-047	636	10 lbs.	$ 15.00

Two in a carton

STEAM LOCOMOTIVE AND TENDER

Die-cast steam Loco and Tender/ Headlight, Rail gripper wheels. Smoke and whistle. Loco and Tender- 17-inches long.

Stock No.	Mfg. No.	No/ctn	Wt. ctn.	Each
489-054	239 LTS	2	12 lbs.	$ 30.00

BERKSHIRE

Berkshire Steam Loco and Tender with Smoke/ Whistle, Headlight and Magne-Traction. Loco and tender measures 20½ inches long. Operates on "O" and Super-"O" track only.

Stock No.	Mfg. No.	No/Ctn.	Wt. ctn.	Each
482-026	736 LTS	1	8 lbs.	$ 50.00

HUDSON

Hudson, Steam Loco and Tender with Smoke, Whistle, Headlight and Magne-traction. Loco & tender, 23-inch long. Operates on "O" & Super-"O" track only-

Stock No.	Mfg. No.	No/ctn.	Wt. ctn.	Each
489-021	773 LTS	1	12 lbs.	$ 90.00

SANTA FE-AA DIESEL

Diesel with Headlight/ Horn/ Magne-Traction and two motors. Units 26-inch long. / Operates on "O" and Super-O Track only)

Stock No.	Mfg. No.	Wt. ctn.	Each
482-190	2383	20 lbs.	$ 65.00

Two in a carton

No. 2383

THE LIONEL CORPORATION

MINNEAPOLIS AND ST. LOUIS

Authentically styled box car with M & St. L markings. Sliding doors on both sides. Car 11-inches long

Stock No.	Mfg.No.	Wt.ctn.	Each
489-195	6464/525	9 lbs.	$ 6.00

Twelve in a carton

NEW HAVEN

Featuring Orange and Black New Haven marking and sliding doors. Car, 11-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
470-153	6464/735	9 lbs.	$ 6.00

Twelve in a carton

FIRE PREVENTION TRAINING CAR

Has double sliding doors which open for loading fire Equipment. Car, 11-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
494-179	6530	8 lbs.	$ 6.00

Twelve in a carton

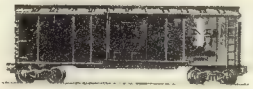
U.S. MAIL CAR

U.S. Mail car, colorful red/white and blue markings. Includes sliding doors both sides, car 11-inch long.

Stock No.	Mfg.No.	Wt.ctn.	Each
489-203	6428	9 lbs.	$ 6.00

Twelve in a carton

BOSTON AND MAINE BOX CAR



Attractively styled in blue and white with sliding doors, car 11-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
489-211	6464/475	9lbs.	$ 6.00

Twelve in a carton

NEW YORK CENTRAL BOX CAR

Styled in Green with authentic N.Y.C. markings. Includes sliding doors. Car, 11-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
489-245	6464/900	9lbs.	$ 6.00

Twelve in a carton

FLAT CAR WITH CHRISTMAS TREES

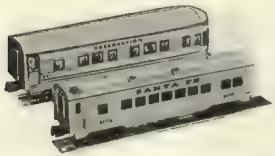
Flat car with Fir trees. Car, 11-inch long.

Stock No.	Mfg.No.	Wt.ctn.	Each
464-735	6826	9lbs.	$ 6.00

Twelve in a carton

THE LIONEL CORPORATION

SANTA FE



VISTA DOME

Stock No.	Mfg. No.	Wt. ctn.	Each
476-564	2404	5 lbs.	$ 6.00

PULLMAN

Stock No.	Mfg. No.	Wt. ctn.	Each
476-572	2405	5 lbs.	$ 6.00

OBSERVATION

Stock No.	Mfg. No.	Wt. ctn.	Each
476-606	2406	5 lbs.	$ 6.00

Above, Four in a carton

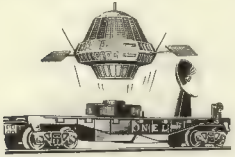
FRISCO BOX CAR

Colorfully styled in white with authentic Frisco markings. Car, 9-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-120	6014/335	7 lbs.	$ 4.00

Twelve in a carton

OPERATING SATELLITE - LAUNCHING CAR



Remote control operation. Satellite is orbited in a spiral path into space, its descent back to earth is slow and graceful. Car is 11-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
466-854	3519	11 lbs.	*$ 7.95

Twelve in a carton

SINGLE DOME CHEMICAL CAR

Brightly colored. Includes ladders on both sides & platform for loading cargo. Car, 11-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-153	6315	9 lbs.	$ 6.00

Twelve in a carton

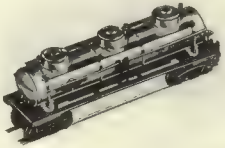
4-AUTO TRANSPORT CAR

On board this car are four removable autos. Cars add extra play value. 11-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
476-614	6414	17 lbs.	$ 8.00

Twelve in a carton

SILVER DOME TANK CAR



Detailed to perfection including colorful markings & lattice work. Car, 9-inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-179	6415	11 lbs.	$ 7.00

Twelve in a carton

THE LIONEL CORPORATION

ACCESSORIES

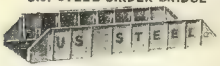
SINGLE TARGET BLOCK SIGNAL

As train approaches light changes automatically from green to red. Signal 9-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-278	B-163	6 lbs.	$ 6.00

Six in a carton

U.S. STEEL GIRDER BRIDGE



Steel girder construction details make this a handsome addition to your railroad setting. Through way for one track single span measures, 10 x 4½-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
483-438	B-214	6 lbs.	$ 2.00

Six in a carton

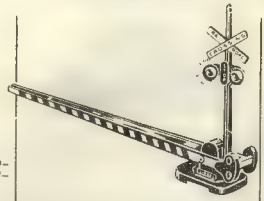
027 AND-"O" GAUGE NEW ILLUMINATED BUMPER

For spurs, freight sidings, yards and etc.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-479	B-260	4 lbs.	$ 2.50

Six in a carton

HIGHWAY CROSSING GATE



As train approaches the signal, red lights go on and crossing gate lowers to halt oncoming traffic. When train has passed gate rises and lights go off. 9-inch Signal in height. Gate, 9-5/8-inch.

Stock No.	Mfg. No.	Wt. ctn.	Each
471-623	B-262	6 lbs.	$ 8.00

Six in a carton

BILLBOARD SET

Five beautifully designed frames and color billboards that are actual copies of real ones used by national advertisers.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-503	B-310	7 lbs.	$ 1.00

Twelve in a carton

ARCH UNDER BRIDGE

Interesting and easy to assemble railroad arch under bridge. Ideally suited for use with No. 110 Graduated Trestle Set or No. 111 Trestle Set. Arch under Bridge-2¾-inches wide, 19 inches long, 4¾-inches high. **Trestle not included.**

Stock No.	Mfg. No.	Wt. ctn.	Each
464-818	332	15 lbs.	$ 4.00

Twelve in a carton

CONVERSION MAGNETIC COUPLER

To convert Scout cars to remote control magnetic coupling.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-693	480/32	5 lbs.	$ 0.55

Seventy-two in a carton

ROTARY BEACON

Revolves constantly beaming red and green light through fresnel-type lens. Powered by Lionels exclusive Vibrator. Base, 5 x 5-inches; Tower, 11¾-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-701	494	14 lbs.	$ 6.95

Twelve in a carton

SMOKE FLUID

For Nos-243 & 244 Loco; No. 247 B & O Loco; No. 1872 General Loco and No. 746 N & W Loco.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-719	B-909	16 lbs.	$ 1.00

Twelve in a box, 96 in a carton

ARTIFICAL GRASS

Sprinkle over wet green paint to give real outdoor look.

Stock No.	Mfg. No.	Wt. ctn.	Each
483-727	919	6 lbs.	$ 0.75

Twelve in a carton

Beachhead Invasion! Over 225 Pieces $7.98

A Massive Collection of Military Might gathers as American GI's advance from the beachhead to attack enemy positions. There's a rocket-firing jet plane to provide air cover, a shell-shooting machine gun and howitzer. Also includes 76 American, 56 enemy soldiers, 3 U.S., 5 enemy vehicles, 4 parachutes, "exploding" mountain, fences, flags and loads of other battlefield accessories. Pliable, molded plastic. Background and "explosion" effects not included.

48 T 2709 M Over 225 Pcs. Shipping weight 5 lbs. 3 oz. Set $7.98

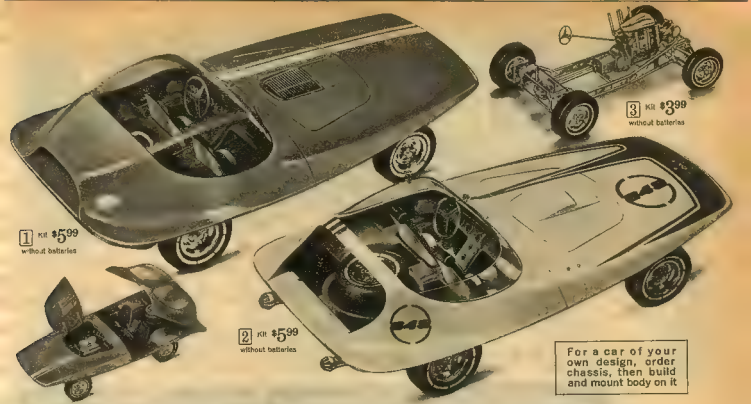
GIANT ARMY COMBAT SET Over 200 Pieces $5.88

A Huge Attack Force Moves into Action Against the Enemy. Authentically detailed vehicles and artillery, landing craft headed by one of the large vehicles, set as realistic diorama. 96 soldiers, 2 complete forces plus equipment in different colors to lend realism. Background and "explosion" effects not included.

48 T 2705 M Over 200 Pcs. Pliable, molded plastic. Ship. wt. 5 lbs. Set $5.88

48 T 2751 M Over 125-Pc. Combat Set. Similar to above. Ship. wt. 3 lbs. 8 oz. 3.88

"Charge It!" See Page 359


1 Kit $5.99
without batteries
2 Kit $5.99
without batteries
3 Kit $3.99
without batteries
For a car of your own design, order chassis, then build and mount body on it

Sears Futuristic Sport Cars

Build 2 motorized models with aerodynamic styling, finely detailed interiors, workable steering and clutch

The grand touring cars of tomorrow with reverse airfoil design and independent 4-wheel suspension. Splendidly detailed with Allstate tires, scaled 1960 Chrysler engine, twin Carter 4-barrel carbs., Hahbrand disc brakes and mag-type wheels. Interior boasts bucket seats and padded dash. Lights really work. Tough plastic with clear and chrome-color parts. 15 inches long in the car designer's 1/12 scale (1 in. to 1 ft.) By Lindberg. Order 2 "D" batteries below.

1 SC100 GT Coupe. Regal purple with racing-stripe decal. 300-pc. kit.
49 N 2330C—Shpg. wt. 5 lbs. . . . . Kit $5.99

2 SC101 Roadster. White with colorful decals. 300-pc. kit.
49 N 2324C—Wt. 5 lbs. . . Kit $5.99

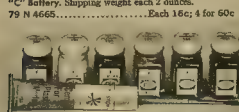
3 Chassis only. Working shock absorbers, springs, brakes, motor and more. All parts chrome-colored except motor, tires. Tough plastic. 11¾ in. long. Order 2 "D" batteries.
49 N 2326—Shipping weight 2 pounds. . . . . Kit $3.99
49 N 4660—"D" Battery. Shipping weight each 4 oz. . . . . Each 16c, 4 for 60c

Build and run the Visible V-8 Engine. See pistons move up and down to turn a crankshaft. Authentic? You bet

$7.99 without batteries

Model is one-quarter actual size. Pistons, rods, rocker arms, valves and fan actually operate. See timed spark plugs work. More than 350 plastic and metal parts in 4 dramatic colors. Minature motor 14½ in. long. Order 2 "C" batteries below.
79 N 2339C—Shipping weight 6 lbs. $7.99

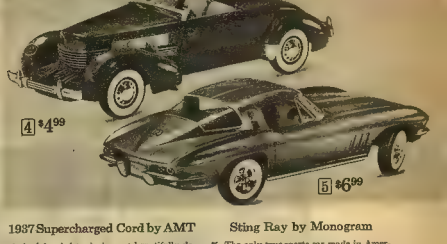
"C" Battery. Shipping weight each 2 ounces.
79 N 4665. . . . . Each 16c; 4 for 60c



Plastic model Finishing Kit 77c

Here, in one complete package, you'll find everything needed to assemble and paint any plastic model. Included are six famous Testor's brush-on colors, a paint brush and a tube of plastic cement.
49 N 2388—Shipping weight 8 ounces. 77c

"Charge It" if you wish



1937 Supercharged Cord by AMT

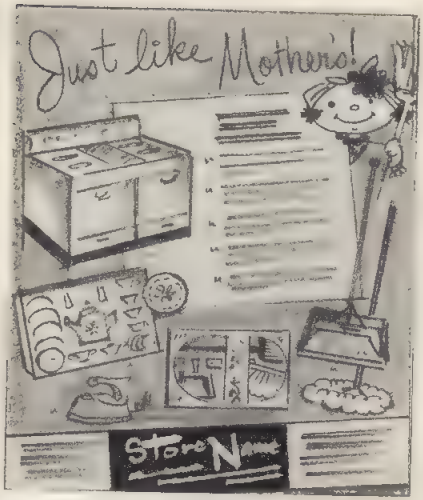
4 Acclaimed America's most beautifully designed car now in 1/12th scale, 16 inches long. Working steering wheel and doors with crank-open windows. Concealed headlights. Lycoming V-8 engine features a chrome-color supercharger and distinctive exposed exhaust pipes. Authentic "Vogue" whitewall rubber tires. 250 detailed plastic parts. Deep red with chrome color trim. Unassembled.
79 N 2336C—Shpg. wt. 4 lbs. $4.99

Sting Ray by Monogram

5 The only true sports car made in America. Here in minute detail with fascinating realism. Sleek styling with Corvette's 327 cubic inch V-8 engine having Ramjet fuel injection. Retractable headlights, steerable front wheels. One-piece body and windows. Plastic, ½ scale. 21 in. Unassembled.
79 N 2335C—Shpg. wt. 5 lbs. $6.99

BELOW: Small one-column ad concentrates on the enjoyments of reading.

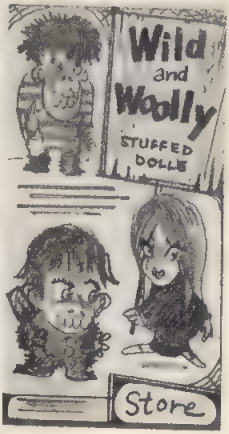
Ad Layouts



ABOVE: Housekeeping toys of various kinds get the attention of this tastefully-designed ad.

LEFT: Everybody's toy hero last year, G.I. Joe, is the subject of this layout.

BELOW: A "monstrous" ad.



"Speed-shifts" like a motorcycle . . just twist the grip. Oversize "cheater" slick rear tire gives exciting, wheel-spinning take-offs

Deluxe 20-inch 3-Speed Sportster

$49.95

Start off in low, back the bike and ride the reinforced rear wheel . . shift into high and cruise as easily as big 26-in. bikes. More speed, less work, thanks to oversize front sprocket. Stops smooth and sure, too; dual hand brakes halt both wheels. Bike dazzles with chrome plating. New bucket-shape banana seat. High-rise bars. 1.75-in. midweight front tire, heavy-duty 2.125-in. slick on rear. Seat to pedal adjusts 23 to 28 in.

6 N 47799N Wt. 46 lbs. *$5 monthly*. Cash, $49.95

Girls' 20-in. Sportster with quaint wicker basket and whitewall tires

$42.95

A garland of plastic flowers on white basket and pleasing turquoise-color frame say this bike is strictly for girls. White banana seat and high-rise handlebars spell tomboy fun to rival the boys. 1.75-inch midweight whitewall tires, chrome-plated rims. Coaster brake. Large safety reflector. Seat to pedal adjusts 23 to 28 inches.

6N47797N2–Wt. 44 lbs. *$5 monthly*. Cash $42.95

No Money Down on anything Sears sells SEE PAGE 2

Use the stick shift to rev Twin-fire motor-sound engine from rumble to roar

20-inch Sportster converts for girls

Without batteries $33.95

Really looks like a motorcycle with new junior high-rise bars. Fiery red color. Dazzles with chrome-plating, too, on fenders, rims and handlebars. Junior seat has chrome-plated back support. Remove tank and motor for girls' bike. 20x1.75-in. fully-pneumatic tires. Motor-sound "engine" uses 2 "D" batteries. *$5 monthly.* Wt. 40 lbs.

6 N 47754N. . . .Cash $33.95

Now a 20-incher with chrome-plated scoop fenders and "cheater" slick tire

1 Only $43.95

Starts like a jackrabbit and pedals easier, too, thanks to oversize sprocket. Plenty of traction for wheel-spinning competition starts with 2.125-in. "cheater" balloon slick tire on rear. 1.75-in. midweight front tire. Built extra-strong for stunt-fun riding. Tiger-look banana seat with new bucket-shape design. High-rise bars. Coaster brake *plus* safety front hand brake for quick stops. Seat to pedal adjusts 23 to 28 in. *$5 monthly.* Wt. 46 lbs.

6 N 47798N.....Cash $43.95

Standard 20-inch Sportster with oversize rear tire

2 Only $34.88

Raggedly built . . budget priced. Sporty white banana seat, high-rise bars with forged stem. Strong 28-spoke wheels take stunt-fun riding. Knobby tread on 2.125-inch balloon rear tire gives plenty of traction for fast starts. Stops quick too, with coaster brake. 1.75-inch midweight front tire. Seat to pedal adjusts 23 to 28 inches. *$5 monthly.* Wt. 44 lbs.

6 N 47788N.....Cash $34.88

SHIPPING NOTICE

All bikes on these pages sent freight (rail or truck) or express.

Mattel's new Stallion with real shock absorbers

20-inch Sportster $47.95

Looks like a motorcycle with functional chrome-plated frame. Rides like one, too, with real working shock absorbers under seat. Red and white racing stripe fenders. 20x2.125-in. knobby-tread pneumatic tires. Coaster brake for quick stops.

6 N 47755N—Wt. 38 lbs. *$5 month* Cash $47.95

More speed, less work with larger wheel and sprocket

24-inch Sportster $43.95

Oversize sprocket makes it easier to pedal, too. Chrome-plated rims and scoop fenders. Gold color frame. Leopard-look banana seat. Reflector. 1.75-in. midweight tires, rear tire studded. Seat to pedal adjusts 26 to 29 inches. Coaster brake.

6 N 45970N—Wt. 50 lbs. *$5 month* Cash $43.95

Talk to me . . sing to me . . I'll repeat everything you say

Little Miss Echo

$14.99

without batteries

I'm 30 inches tall

What a wonderful doll. She has a magnetic tape recorder built in. She's plastic, has jointed arms and legs, and rooted hair. Order 2 "D" batteries, one 9-volt battery.

Shipping weight 8 lbs.

79 N 3665CM $14.99

"D" Battery. Wt. ea. 4 oz.
79 N 4660. . . .Each 16c
4 for 60c

9-volt Battery. Wt. ea 4 oz.
79 N 6417M ea. 35c

You can order toys on pages 447 through 673 until Sept. 1, 1966

Mariannina and Modestino from Italy

$7.99 each

15-inch twins have rooted hair, go-to-sleep blue eyes. Plastic. Wt. ea. 2 lbs. 8 oz.

Mariannina. Pigtailed and pretty in plaid dress, shoes, wears a gay smile.

49 N 3483 ..... $7.99

Modestino. Cute, kissable in his jeans, carries a 4-leaf clover for luck

49 N 3482 .....$7.99

Mama's Baby wears a lacy christening dress and hat

1 Sweet baby doll dressed with the lace and ribbons all little mothers adore. 20 inches long with cotton stuffed body, vinyl limbs and head, sleeping eyes, rooted hair. Wears dress, hat and slip. Has real-baby cry, too.

49 N 3055 Wt. 2 lbs. 12 oz..$4.99

1 $4.99

Pretty Baby Doll is Lovable Dressed in polka dots

2 A doll girls love to hug, because her body is soft cloth. Arms, legs and head are vinyl, she has rooted pixie hair, go-to-sleep eyes. In knit booties, pretty dress with matching ruffled bonnet, she's 13 inches tall.

49 N 3058—Shpg. wt. 1 lb. 4 oz. $2.99

2 $2.99

I'm Singin' Chatty . . won't you sing along with me?

$9.77

Mattel's 17-inch sweet-voiced doll is just waiting for you to pull the Chatty® ring so she can sing for you. You never know what she'll sing next . . it might be "Rock-a-bye Baby" or "London Bridge," or another nursery favorite. Sings many songs. Plastic.

49 N 3518 –Wt. 2 lbs. 8 oz. . .$9.77

Dee-Dee Cut 'n Button Doll by Mattel

You make her fashion wardrobe without sewing $7.66

Dee-Dee's a cutie 15 inches tall, is a lovely party dress. She comes with 4 C.t . button outfits so simple to make . . . so much fun for her to wear . . . cut out the clothes, do the easy button their together . . . Dee-Dee has a new outfit 11 in the Mail instructions.

49 N 3519 Wt. 1 lb. 9 oz. . . $7.66

Smiling Baby Boy

$12.98

From Italy an adorable baby with face designed by Bonomi, top name in Italian doll craft. Pale blonde hair is rooted, go-to-sleep eyes have long lashes. In vinyl, fully jointed, 17 inches tall. Wears fleece coat, knit suit, kid booties. Wt. 1 lb. 14 oz.

49 N 3147. . . . . $12.98

Suzy Cute raises her arms when you press her tummy . . just like a real baby

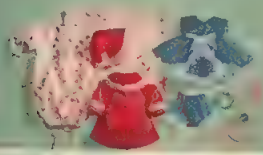
$1.94 Doll and Crib

1 **Doll and Crib.** A picture-pretty baby in blue and white blouse and panties. She drinks from her bottle and wets her diaper, too. Durable plastic case along with crib, mattress, bottle and rattle. Doll is 7¼ inches tall. Rooted Saran hair. Movable head, arms, legs. Made of soft plastic.
49 N 3156—Shipping weight 2 pounds 4 ounces.....$1.94

2 **Swing Set.** Swing, seesaw, slide, plus pail, shovel, ball. Plastic 13 in. long
49 N 9225C Shipping weight 3 pounds $3.94

3 **Carriage.** Free-rolling movable hood. Bottle. Plastic 13 in. long
49 N 9228—Shipping weight 1 pound, 6 ounces $2.92

4 **Feeding Chair.** Hassock, animal, plus feeding accessories. 7 in. long.
49 N 9230—Shipping weight 1 pound $2.67



3-outfit dress-up wardrobe

Fits Suzy Cute and all 7 and 8-inch dolls. Saque, matching blanket, dress, panties, coat, bonnet, rattle, bracelet. Shpg. wt. 4 oz.
49 N 3212..... .$1.99

Girl or boy $2.99 each

We're twin brother and sister . . we drink, wet and hold our own bottles

You'll have lots of fun playing with brother and sister look-alikes. Each is 15 inches tall with jointed plastic body, vinyl head, arms and legs. They have go-to-sleep eyes and rooted hair you can comb.

Little Girl Twin. Wears dress, panties, socks and shoes.
49 N 3085—Shipping weight 1 pound 4 ounces.....$2.99

Little Boy Twin. Dressed in suit, matching cap, socks and shoes.
49 N 3084 –Shipping weight 1 pound 4 ounces.....$2.99

9-inch Baby Dimples with her wardrobe and accessories

Sleeps peacefully when lying down . . drinks and wets, too. Wardrobe includes bib, dress, bed jacket, 3 diapers, blanket, booties, pajamas, playsuit, plus accessories. Doll is washable vinyl. Rooted hair
49 N 3161 Shpg. wt. 11 oz.....$3.99

YOUR CHOICE $3.99

Take little sister traveling

Take her and clothes along in her trunk. Dressed in tennis outfit with plastic racket. Trunk holds 2 dresses, playsuit, comb. Vinyl doll, bending knee. 9 in.
49 N 3271—Shpg. wt. 1 lb. 4 oz...$3.99

Wash me in my baby bath

Baby has fun in her bath with bubble bath soap and plastic duck. She even drinks and wets, too. Dressed in diaper and terry cloth bath outfit. Comes with change of clothes, clothespins. Rooted hair. Jointed plastic. About 12 inches tall.
49 N 3128 –Shpg. wt. 2 lbs. $3.99

Rock baby to sleep in her own plastic cradle

Feed the baby doll with her own bottle . . she drinks and wets, too. Dressed in diaper and kimono. Includes pillow and coverlet with cradle. Doll is 14 inches tall, has rooted hair and moving eyes. Fully jointed. Vinyl and polyethylene. Cradle unassembled
49 N 3114 Shipping weight 2 pounds 11 ounces $3.99

DEPT. T

JURO NOVELTY CO.

JERRY MAHONEY VENTRILOQUIST DUMMY

Has simultaneously moving mouth & head - Unbreakable plastic) and has painted face. Wears gabardine suit-white shirt and white shoes. Size–32-inches tall.

Stock No.	Mfg. No.	Wt. ctn-	Each
481–507	12	50 lbs.	$14.98

Individually boxed;
Twelve in a carton–

JERRY MAHONEY VENTRILOQUIST DUMMY

Exact replica of Jerry with movable head and mouth, wears gabardine suit, also white shirt and shoes. Size, 24 inches tall.

Stock No.	Mfg. No.	Wt. ctn-	Each
481–473	24	37 lbs.	$ 6.98

Individually boxed ;
Twelve in a carton

AMERICAN CHARACTER, INC.

TRESSY DOLL

11½–inches. Knit–shift. Rooted hair.

Stock No.	Mfg. No.	Wt. ctn.	Each
499–434	1203	9 lbs.	$ 5.00

Twelve in a carton

TRESSY'S BEAUTY SALON

Professional design, complete with Lounge chair/ ottoman/ dryers/shampoo stands/ manicure table. A beauty bar with pins, curlers, rollers, mirror, reception desk, lamp, end table also potted Palm.

Stock No.	Mfg. No.	Wt. ctn.	Each
478–644	1211	30 lbs.	$ 9.00

Six in a carton

TRESSY'S COSMETIC KIT

Kit with Lipstick/ eye-shadow/ eye brow pencil, nail polish & accessories-

Stock No.	Mfg. No.	Wt. ctn.	Each
499–442	1215	12 lbs.	$ 3.00

Twelve in a carton

HAIR SETTING KIT

Kit contains rollers, curlers, bands & pins, lotion, hair spray, comb/brush and etc–

Stock No.	Mfg. No.	Wt. ctn.	Each
467–407	1271	11 lbs.	$ 3.00

Twelve in a carton

TRESSY'S HAIR SETTING KIT

Everything required for latest hair set styles, rollers, curlers, lotion bottle with applicator, two re-fill packs, extra key carry–all pouch and Tressys hair glamour magazine.

Stock No.	Mfg. No.	Wt. ctn.	Each
478–651	1285	4½ lbs.	$ 2.25

Twelve in a carton

TRESSY'S HAIR STYLING KIT

Kit includes pins for both blonde and brunette types, nylon bristle comb & brush, aromizer bottle for hair spray two spray refills. Carry–all pouch & Tressys hair glamour magazine.

Stock No.	Mfg. No.	Wt. ctn.	Each
478–677	1290	4½ lbs.	$ 2.25

Twelve in a carton

CRICKET DOLL

9–inches. Rooted saran hair. White Ballerina dress - Doll stand.

Stock No.	Mfg. No.	Wt. ctn.	Each
467–555	1415	5 lbs.	$ 4.50

Twelve in a carton

TEENIE WEENIE TINY TEARS

9–inches. Dressed in cotton & lace pastel pink or blue romper. Hair bow, pacifier/ bottle/ accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
499–459	2201	8 lbs.	$ 4.25

Twelve in a carton

TEENY–TINY–TEARS

12–inches. Baby blue dress with white trim and cape collar/ diaper/ bottle/ pacifier/ bubble pipe/ instructions.

Stock No.	Mfg. No.	Wt. ctn.	Each
499–491	2220	18 lbs.	$ 6.00

Twelve in a carton

No. 2224 TEENY–TINY TEARS

Dressed in 2–piece sleep-play set & shoulder bows, lace trim hem & panty bloomer legs. Dress, blue felt/ scalloped hem - white eyelet collar/ ruffle hem, long white cotton sleeves/ Knit booties/ pacifier/ bottle/ bubble pipe.

Stock No.	Mfg. No.	Wt. ctn.	Each
467–787	2224	21 lbs.	$ 9.00

Twelve in a carton

TINY TEARS

17–inches tall, pastel bloomer set & white lace trimmed top with Pilgrim collar. Pink, yellow or blue with panties, white socks, bow–ty–shoes and bottle/ bubble pipe/ pacifier/ booklet.

Stock No.	Mfg. No.	Wt. ctn.	Each
499–509	2250	20 lbs.	10.00

Six in a carton

Silly Sun Pix Camera New Item from Estelle

A new Silly Sun Pix Camera Kit, with which kids can create pictures of TV characters in different combinations, has been introduced by Estelle Toy Company, Victor, N. Y.

Each kit includes an all-plastic sun picture camera with film strips of the

Flintstones, Huckleberry Hound and Magilla-Gorilla and Friends, 24 sheets of photo paper and slow-fade shields and frames. The idea is to slide heads, middles and legs into position to form the combinations. The photo paper develops in 30 seconds in sunlight and a little longer under an ordinary bulb.

The kit retails at $2; refill packages are offered at $1. The item is displayed only at room 112 Arcade, 200 Fifth Avenue, New York City, by Fred Kroll Associates.

"Quiet-Running" Tire New Skateboard Feature

A "quiet-running" tire is featured in a new skateboard from Skee-Skate of California, 8945 Ellis Avenue, Los Angeles 34. According to the manufacturer, the tire not only cuts down noise but gives the riders a wheel with more traction so that it is less likely to slip while turning.

Also incorporated into the skateboard is a "cushion-shock pad" between the truck and board for smoother riding and a ball action unit for greater action.

The company has also introduced two "do-it-yourself" kits for skateboard enthusiasts. The first, a $5 retailer, has all the parts necessary for an entire skateboard assembly including rubber tires, the "cushion-shock pad" and ball action unit. The second, comprised of two replacement tire wheels, retails at $2.

The firm's skateboards range at from $3 to $16 retail.

Skee-Skate president Roy Grimbleby notes that the company is now turning toward the model auto and hot rod fields in selecting names for its new boards. Examples are 2 plus 2, Le Mans and Imperial. Mr Grimbleby and J. D. Macleith took over production of the original Skee-Skate item from Alf Jensen in 1960.

Representing the concern are Bergman, Empringham & Herman, Inc., New York City; Dave Altshuler, Los Angeles, Herman Altshuler, Chicago; and Edward J. Larkin, Vienna, Va.

Under Water: Jan. '19

Suitable for the seashore, park lakes, swimming pools and even bathtubs was a realistic model of the submarine U. S. 7 which dove under water, shot a projectile from its deck gun and ran straight ahead and in circles on the surface.

Jacobs, Holland, Spear Promoted By Mattel; Voss Joins Firm

Cliff Jacobs

Herbert Holland

Mattel on February 9 announced promotions for three top-level executives and the appointment of a fourth, in moves designed to broaden the structure of its executive staff and facilitate its program of continued expansion both in this country and abroad.

Promoted are Clifford W. Jacobs, who assumes the newly created position of corporate vice-president, world marketing; Herbert J. Holland, who becomes vice president-marketing U. S., and Arthur S. Spear, who has been named vice-president-operations.

Joining the toymaking firm is Thomas H. Voss, appointed controller.

According to Elliot Handler, president, the recent growth of Mattel's marketing activities abroad, particularly in Europe, and plans for further worldwide expansion dictate the need for a globally-oriented marketing structure.

Mr. Jacobs joined the firm in 1952 as sales manager and had been vice-president-marketing since May 1959. Mr. Holland joined Mattel nearly nine years ago as sales manager. He had been vice-president-merchandising since June 1964. And Mr. Spear joined the firm last year as director of distribution. His prior affiliation was with Revlon, Inc., New York, where from 1957-1964 he held such positions as plant manager of each of Revlon's four plants, as general manager manufacturing-distribution, and as corporate operations coordinator.

Charles Foltz, who had been serving as assistant director of distribution, was promoted to director of distribution.

Mr. Voss comes to Mattel from Chrysler Corporation, where he was manager of the corporate profit analysis department. Previously he had been controller of the Dodge Truck Division and the Plymouth assembly plant. He has had supervisory accounting and controlling experience with all three top auto manufacturers.

Mattel's export activities are conducted in more than 40 countries and in recognition of this expanding world market a base sales office was recently established in Switzerland.

American Character's English Dolls

Peggy Nisbet dolls from England, each an 11"-high miniature reproduction of a well-known British figure, are included in a new international doll line from American Character, Inc., 5112 Second Avenue, Brooklyn, N. Y.

Called Portrait Dolls, each is dressed in the authentic outfit of the period. Shown above from the left are dolls representing Winston Churchill in a flowing blue velvet robe with the British Parliamentarian outfit underneath and Queen Victoria in a traditional black velvet gown with a rhines one tiara and jewelry, an attached veil and a royally-decorated streamer. The third is Henry VIII.

American Character says that the doll faces are true-sculptured replicas of the people they represent and that the clothes are all hand-detailed and hand-stitched.

J. J. Higgins Travels His Territory At Home in Mobile Showroom

James J. Higgins, sales rep, Thomas & Higgins Company, sits in rear deck of Travel Car Lodge mobile showroom and home.

A mobile showroom and home on the road is the vehicle James J. Higgins, manufacturers' representative for the Thomas & Higgins Company, Cincinnati, is using to interest jobbers in his product lines.

Mr. Higgins displays the lines of J. Chein Company, Handicraft, Merry Mfg., Sargent Art Materials and the S. S. Adams Company in the air-conditioned, $18,000 silver streamliner.

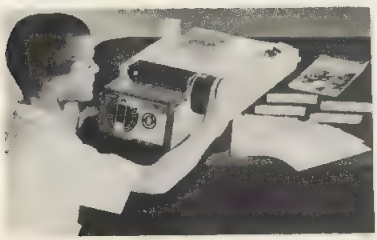
This Travel Car Lodge by Ford is 30 feet long by 8 feet wide and includes a rear deck, electric lights, thermostatically controlled furnace, stove, twin sinks, butane electric refrigerator, upholstered dinette, draperies, wall-to-wall carpeting, a bathroom with tub and shower and a radio with four speakers.

The "Club Car" showroom converts into a sleeping area that can sleep up to four.

Mr. Higgins anticipates that the vehicle will pay for itself in savings on hotel bills, meals and entertainment. He believes increased sales will be induced because the wholesaler will be able to examine samples without interruption.

Thomas & Higgins Company, of 5812 Wyndburne Avenue in Cincinnati, covers Ohio, Indiana, Michigan, Kentucky, West Virginia and western Pennsylvania.

Mattel Introducing Linoprinter: New Educational Machine Toy



The Linoprinter, described as a new concept in printing machine toys, is being marketed by Mattel as a major make-and-play item in its extensive 1965 product line.

Youthful operators make their own type by dialing a letter and pressing the handle to punch the letter onto plastic tape. The adhesive-backed tape is affixed to the printing roller, placed on the press and run through the printer to make play money, badges, bulletins, licenses, newspapers and the like. In addition, the Linoprinter has a permanent ink supply built right into the roller. "No more spilled ink, and no more running out of letters."

The Linoprinter, constructed of metal and high impact plastic, comes in a styrofoam package complete with two rolls of plastic tape for type, nine printing plates with borders and mastheads, a paper tray, and a generous supply of paper.

Harold J. Fatt Appointed Eldon Advertising Manager

Harold J. Fatt has been named advertising manager of Eldon Industries, Inc., Hawthorne, Calif., according to Davis Factor, Jr., vice-president in charge of advertising and merchandising.

(In another development, Eldon's $750,000 advertising account has been awarded to J. M. Sachs & Company, Inc., Los Angeles.)

Harold J. Fatt

Mr. Fatt for several months had been a market specialist for Eldon's product-diversification program. Previously he was with the Waste King Universal Corporation for 14 years in advertising, sales and merchandising posts.

Mr. Fatt will report to Mr. Factor and will also be responsible for sales promotion and publicity. He will be assisted by Miss Carinda Perry, recently named sales promotion manager.

K & B Offers Ford Lotus 30 New Ready-to-Run Slot Racer

A ready-to-run racer, the Ford Lotus 30 Charger, is now available from K & B Corporation, a subsidiary of Aurora Plastics Corporation, 12152 S. Woodruff Avenue, Downey, Calif.

The factory assembled speedster is powered by a nine volt Royal Bobcat Motor mounted in a sidewinder position. On an 18-volt operation, the motor turns at 32,400 RPM, with the rear wheels at 10,800 R.P.M.; at 12 volts, it turns 25,000 R.P.M. with the rear wheels at 8,200 R.P.M.

The 1/24 scale replica has Posi-Lok on the four wheels and the gear spur to aid accuracy and stability while racing.

The body of the car has a unitized frame molded in green plastic; the front wheels are mounted to a stabilizer for semi-independent suspension. Decals are included.

Cars for HO scale Road Races

Hottest cars in the world today . . actually race at scale speeds of over 600 miles per hour

Powered by famous Thunder-Jet 500 motor . . the fastest HO scale road racing cars

Each car features clear plastic windshield, chrome-color bumper and hub caps, rubber tires. Plastic and metal bodies 2¼ inches long.

1 **Maserati**
49 N 9694—Shpg. wt. 2 oz. . . . $2.44

2 **Ferrari**
49 N 9699 – Shpg. wt. 2 oz. . 2.44

3 **"Hot Rod" Coupe**
49 N 9915 - Shpg. wt. 2 oz. . . . 2.44

4 **Jaguar XK-E**
49 N 9697—Shpg. wt. 2 oz. . . . 2.44

5 **Corvette Sting Ray**
49 N 9692—Shpg wt. 2 oz. . . . 2.44

6 **"Hot Rod" Roadster**
49 N 9996—Shpg. wt. 2 oz. . . . 2.44

7 **Indianapolis Racer**
49 N 9911—Shpg. wt. 2 oz. . . . 2.44

8 **Grand Prix Racer**
49 N 9909—Shpg. wt. 2 oz. . . . 2.44

9 **AC Cobra**
49 N 9920—Shpg. wt. 2 oz. . . . 2.44

10 **Thunderbird Sports Roadster**
49 N 9919—Shpg. wt. 2 oz. 2.44

11 **Mustang 2+2 Fastback**
49 N 9904—Shpg. wt. 2 oz. . . . 2.44

12 **Mustang Convertible**
49 N 9905—Shpg. wt. 2 oz. . . . 2.44

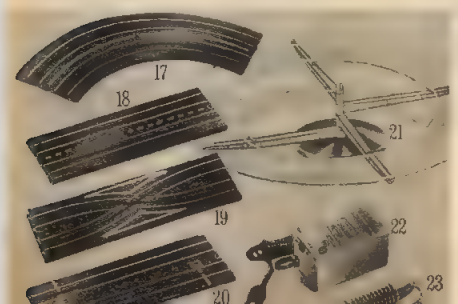
13 **Classic Lincoln Continental**
49 N 9906—Shpg. wt. 2 oz. . . . 2.44

14 **Ford Galaxie Hardtop**
49 N 9908—Shpg. wt. 2 oz. . . . 2.44

15 **Ford Galaxie Convertible**
49 N 9907—Shpg. wt. 2 oz. . . . 2.44

16 **Buick Riviera Gran Sport**
49 N 9693—Shpg. wt. 2 oz. . . . 2.44

You can order toys on pages 441 through 673 from now until September 1, 1966



HO scale Track and Accessories

17 **90° Curved Track Section.** 9-inch radius. Package of 2 sections
49 N 9673 Wt. 8 oz. . . Pkg. 98c

18 **Straight Track.** 9 inches long. Package of 2 sections.
49 N 9672—Wt. 6 oz. . Pkg. 89c

19 **Crisscross Track.** 9 inches long. Package of 2 sections.
49 N 9674—Wt. 5 oz. Pkg. $1.69

20 **Lap Counter Track.** Records up to 10 laps for each car. 9 in. long.
49 N 9691—Wt. 4 oz. . . Each $1 29

Hop-up Kit. (Not shown.) 2 each: road tires, slicks, guide pins, pick-up shoes, brushes, gears, axles. 4 racer hubs. Screwdriver, oil and decals.
49 N 7632—Wt. 3 oz. . Kit 99c

21 **Spiral Support Set.** Now you can add the tight, winding curves that can test your skill and equipment on your present HO layout. Three decks for sweeping turns. Plastic base, supports and tube. 18-inch diameter Unassembled
49 N 9698—Wt. 5 oz. . . . Set 99c

22 **Power Pack.** With circuit breaker, on-off switch, 6-ft. cord. 20-volt DC. UL listed for 110-120 volt, 60-cycle AC. Wt. 1 lb. 12 oz.
49 N 7626. . . . . $4.98

23 **Remote Speed Controls.** Push-button to speed up or slow down cars. With wiring.
49 N 9675—Wt. 3 oz. . Each $1.98

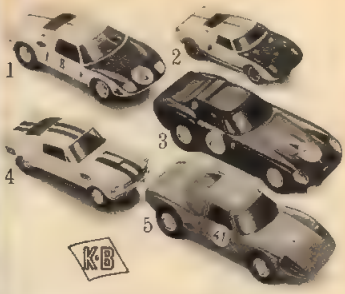
½-scale outfit $13.88

Complete Slot Racing Outfit with K&B Ford GT car kit, hand controller, oiler, extra slicks, gears and gear puller—plus a compartmented car-caddy case to haul it all to the races

Model racing enthusiasts try out their cars against all comers at pay-to-race slot tracks springing up all over America. Now Sears offers in one outfit all the components you need to get in on this exciting sport.

K&B's Ford GT is powered by the Challenger sidewinder motor. Rugged plastic car sports built-in windows, aluminum chassis with nylon pickup, Goodyear tires, parts for assembling. The speed controller has brake, 3 alligator clips. Pack it all inside 12x10x3-in. case—then off to the races.

49 N 6451—1/32 scale. Wt. 3 lbs. $13.88
49 N 6452—1/24 scale. Wt. 3 lbs. 14.99



Slot Racing Car Kits

Build these authentically detailed models yourself. Kit has everything you need to construct a racing model. All have Challenger sidewinder motors, aluminum chassis and wheels. Sturdy plastic bodies, clear windows . even clear-covered headlights. Tires and pickups included.

(1) 49 N 6453—Ford GT. 1/24 scale. Shpg. wt. 10 oz. $5.44
(2) 49 N 6454—Ford GT. 1/32 scale. Shpg. wt. 10 oz. 4.44
(3) 49 N 6455—Ferrari GTO 1/24 scale. Wt. 9 oz. 5 44
(4) 49 N 6456—GT Mustang 1/32 scale Wt 10 oz 4.44
(5) 49 N 6457—Porsche 906/916. 1/24 scale. Wt. 9 oz. 5.44

Revell Slot Racing Car Kits

All have aluminum chassis and wheels, steel axles, bronze bearings. 1/32-scale models equipped with SP510X motors. 1/24-scale models, SP600 motors. Unassembled.

(6) 49 N 6458—Aston Martin. 1/32 scale. Wt. 8 oz. $4.44
(7) 49 N 6459—Stingray. 1/32 scale. Shpg. wt. 8 oz. 4.44
49 N 5450—Stingray. 1/24 scale. Shpg. wt. 7 oz. 5.44
(8) 49 N 6461 Ferrari GTO. 1/32 scale. Wt. 7 oz. 4.44
49 N 6462 Ferrari GTO. 1/24 scale. Wt. 7 oz 5.44
(9) 49 N 6465 Cobra Ford. 1/32 scale. Wt. 7 oz.. 4.44
49 N 6466—Cobra Ford. 1/24 scale. Wt. 7 oz.. 5.44

COX Slot Racing Car Kits

Magnesium motor carrier, rear axle, wheels. Single-unit construction. Unassembled.

10 BRM. 1/24 scale. X100 motor
49 N 6467 Shpg. wt. 12 oz.. $5.99

11 Ferrari. 1/24 scale. X100 motor.
49 N 6468—Shpg. wt. 12 oz... .. 5.99

12 Ford GT. 1/32 scale. X100 motor
49 N 6469 Shpg. wt. 12 oz... .. 5.44

STROMBECKER Slot Racing Car Kits

Plastic models with brass chassis, Scuttler 12-volt motors, nylon pickups. Unassembled.

13 Lotus MK XIX. 1/32 scale
49 N 6470—Shpg. wt. 8 oz $4.44

14 Porsche RS-61. 1/32 scale
49 N 6471—Shpg. wt. 8 oz..... 4.44

15 Ferrari GTO Berlinetta. 1/32 scale.
49 N 6472—Shpg. wt. 8 oz..... 4.44

Monogram Slot Racing Car Kits

All have sturdy brass frames, precision lightweight aluminum wheels and Oilite bearings. Metal crown and pinion gears. 1/32-scale models have Tiger X100 motors, 1/24-scale, Tiger X200 motors. Plastic with clear windshields, windows and headlight covers. Unassembled.

(16) 49 N 6473—Cooper Ford. 1/32 scale. Wt. 9 oz. $4.44
(17) 49 N 6474—Porsche 904. 1/24 scale. Wt. 1 lb. 5.44
(18) 49 N 6476—Ferrari GTO. 1/32 scale. Wt. 9 oz. 4.44
(19) 49 N 6477—Scarab. 1/24 scale. Shpg. wt. 1 lb. 5.44

Cars for HO scale Road Races

Hottest cars in the world today . . actually race at scale speeds of over 600 miles per hour

Powered by famous Thunder-Jet 500 motor . . the fastest HO scale road racing cars

Each car features clear plastic windshield, chrome-color bumper and hub caps, rubber tires. Plastic and metal bodies 2¼ inches long.

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8 **Grand Prix Racer**
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9 **AC Cobra**
49 N 9920 Shpg. wt. 2 oz. . . . 2.44

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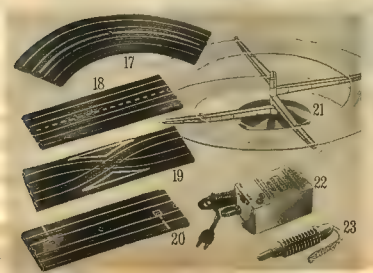

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19 **Crisscross Track.** 9 inches long Package of 2 sections.
49 N 9674—Wt. 5 oz. . Pkg. $1.69

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49 N 9691 -Wt. 4 oz. . . Each $1.29

Hop-up Kit. (Not shown.) 2 each: road tires, slicks, guide pins, pick-up shoes, brushes, gears, axles. 4 racer hubs. Screwdriver, oil and decals.
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21 **Spiral Support Set.** Now you can add the tight, winding curves that can test your skill and equipment on your present HO layout Three decks for sweeping turns Plastic base, supports and tube. 18-inch diameter. Unassembled
49 N 9698—Wt. 5 oz. . . . . Set 99c

22 **Power Pack.** With circuit breaker, on-off switch, 6-ft. cord. 20-volt DC. UL listed for 110-120 volt, 60-cycle AC. Wt. 1 lb. 12 oz.
49 N 7626. . . . . $4.98

23 **Remote Speed Controls.** Push-button to speed up or slow down cars. With wiring.
49 N 9675 Wt. 3 oz. . Each $1.98

½-scale outfit $13.88

Complete Slot Racing Outfit with K&B Ford GT car

kit, hand controller, oiler, extra slicks, gears and gear puller—plus a compartmented car-caddy case to haul it all to the races

Model racing enthusiasts try out their cars against all comers at pay-to-race slot tracks springing up all over America. Now Sears offers in one outfit all the components you need to get in on this exciting sport.

K&B's Ford GT is powered by the Challenger sidewinder motor. Rugged plastic car sports built-in windows, aluminum chassis with nylon pickup, Goodyear tires, parts for assembling. The speed controller has brake, 3 alligator clips. Pack it all inside 12x10x3-in. case—then off to the races.

49 N 6451—1/32 scale. Wt. 3 lbs. $13.88
49 N 6452—1/24 scale. Wt. 3 lbs. 14.99

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Magnesium motor carrier, rear axle, wheels. Single-unit construction. Unassembled.

10 **BRM**, 1/24 scale. X100 motor.
49 N 6467—Shpg. wt. 12 oz. .$5.99

11 **Ferrari**, 1/24 scale. X100 motor.
49 N 6468 Shpg. wt. 12 oz..... 5.99

12 **Ford GT**, 1/32 scale. X100 motor.
49 N 6469 Shpg. wt. 12 oz.... . . 5.44

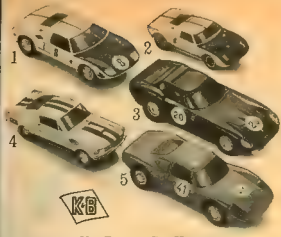
STROMBECKER Slot Racing Car Kits

Plastic models with brass chassis, Scuttler 12-volt motors, nylon pickups. Unassembled.

13 **Lotus MK XIX**, 1/32 scale.
49 N 6470—Shpg. wt. 8 oz..... $4.44

14 **Porsche RS-61**, 1/32 scale.
49 N 6471 –Shpg. wt. 8 oz..... 4.44

15 **Ferrari GTO Berlinetta**, 1/32 scale.
49 N 6472 Shpg. wt. 8 oz..... 4.44



K&B Slot Racing Car Kits

Build these authentically detailed models yourself. Kit has everything you need to construct a racing model. All have Challenger sidewinder motors, aluminum chassis and wheels. Sturdy plastic bodies, clear windows . . even clear-covered headlights. Tires and pickups included.

(1) 49N6453–Ford GT. 1/24 scale. Shpg. wt. 10 oz.$5.44
(2) 49N6454–Ford GT. 1/32 scale. Shpg. wt. 10 oz. 4.44
(3) 49N6455–Ferrari GTO. 1/24 scale. Wt. 9 oz.. 5.44
(4) 49N6456–GT Mustang. 1/32 scale. Wt. 10 oz.. 4.44
(5) 49N6457–Porsche 906/916. 1/24 scale. Wt. 9 oz.5.44

Revell Slot Racing Car Kits

All have aluminum chassis and wheels, steel axles, bronze bearings. 1/32-scale models equipped with SP510X motors. 1/24-scale models, SP500 motors. Unassembled.

(6) 49N6458–Aston Martin. 1/32 scale. Wt. 8 oz.$4.44
7 49N6459–Stingray. 1/32 scale. Shpg. wt. 8 oz.. 4.44
49N6460–Stingray. 1/24 scale. Shpg. wt. 7 oz. 5.44
8 49N6461–Ferrari GTO. 1/32 scale. Wt. 7 oz 4.44
49N6462–Ferrari GTO. 1/24 scale. Wt. 7 oz. 5.44
9 49N6465–Cobra Ford. 1/32 scale. Wt. 7 oz.. 4.44
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(16) 49N6473–Cooper Ford. 1/32 scale. Wt. 9 oz.$4.44
(17) 49N6474–Porsche 904. 1/24 scale. Wt. 1 lb. 5.44
(18) 49N6476–Ferrari GTO. 1/32 scale. Wt. 9 oz. 4.44
(19) 49N6477–Scarab 1/24 scale. Shpg. wt. 1 lb. 5.44

Aurora Super O-Gauge Road Race

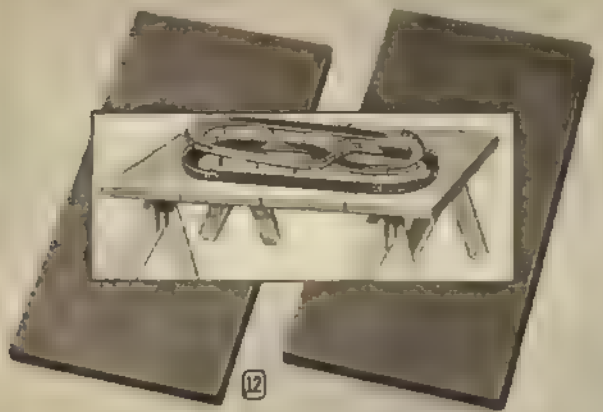
¼-INCH SCALE—LARGER THAN HO

11 A NEW IDEA IN MODEL MOTORING comes directly to you from Wards, just in time for Christmas. Aurora's new "Super O" gauge is a step above HO, yet smaller than 1/32 scale. It's a great set to start with for the figure 8 over-and-under layout will test your skill. You get a souped-up version of the lightning fast, ultra-dependable Aurora "600" Thunderjet engine, one of the established favorites of the model road racing set. It's precision engineered to give miles of trouble-free racing and hours of fun for everyone.

You get two of the hottest things on four wheels . . a 400-HP '49 Merc rod and a '57 400 HP Chevy stocker, both of them are ready to run and the bit 7/8x30-in. track at high speeds. And they're so accurately scaled . . . it's just like being there at trackside. Each car abt 4 ¼ in. long. Realistic spin outs, lockouts and crashes are a part of the lively excitement here. The squeeze track tests your timing and your driving skill . . the ultimate in racing controls put you at the wheel of your car . . head and head with your opponent.

Complete set contains: Chevy Stocker, Merc Rod, over 15 feet of straight and curved track, 2 racing controls, 1 pair 9-in. squeeze track, trestles, rails, power pack, oil. Ship. wt 8 lbs.

48 T 8120 M—Super O-Gauge Road Race Set **$21.95**
48 T 8123—6-in. Straight Track Wt 5 oz. Pair **89c**
48 T 8124—9-in. Straight Track Wt 7 oz. Pair **99c**
48 T 8125—15-in. Radius Curve Wt 8 oz. Pair **1.19**
48 T 8121—'57 T-Bird Ship. wt. 2 oz. **2.98**
48 T 8122—'27 Model T Rod Ship. wt. 2 oz. . **2.98**



12

Road Race or Train Boards $5.49 Pair

12 AUTO AND TRAIN BOARDS 2 boards, each 2x4 ft., 2 in. deep. Lightweight yet very rugged. Clamp firmly together in seconds, take apart with a snap for storage. Track locking nails and clamps included. Fully grass-coated, these boards will add authenticity to your auto racing or model train layout. For 27-in. high sawhorses, see Pg. 291. Ship. wt. 5 lbs. 8 oz.

48 T 8074 MO—Pair $5.49

13

Battery Operated

13 CRAGSTAN ROAD RACE features many qualities of more expensive sets at a budget price. Battery operated with push button controls for each car. Easily assembled or taken down. Two cross-over track sections provide excitement and test your driving skills.

Snap together straight and curved track with fencing as shown for curves, graduated supports for overpass plus 2 racers. Uses 4 "D" Cell batteries, not included, order on Pg. 306. About 22⅜x8½ in.

48 T 8071—Ship. wt. 2 lbs. 9 oz.

Road Race Storage Box

YOUR ROAD RACE DESERVES A SAFE STORAGE PLACE. Sturdy wood grain corrugated fiber board box with cover. Sides under beds, or other out-of-the way places. Keeps set dust free. 4 handles. 58x32 in., 5 in. deep. Get one for all your models.

48T8075M—Wt. 5 lbs. 8 oz. **$3.69**

Minisport . . Turn the crank and watch 'em go $3.99

MINISPORT . . THE HAND OPERATED ROAD RACE. Two hand-cranks with friction motors attach to spring in track, spring drives cars around track. Speed of cars depend on how fast you turn the cranks. You can race either two or four cars at the same time.

Set includes four cars. About 18½x9¼-in. base. A novel race for the younger road race enthusiast. From W. Germany.

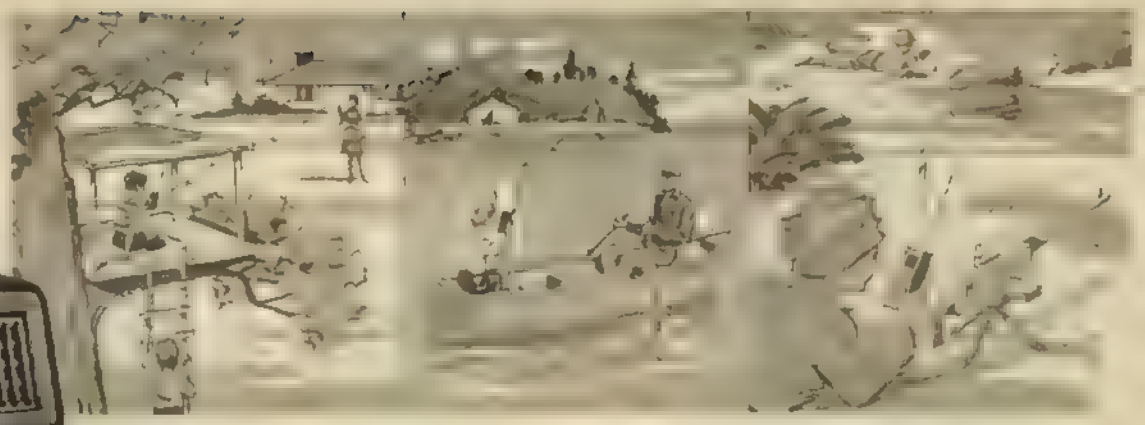
48 T 2894—Ship. wt. 1 lb. 13 oz. **$3.99**

SAVE THIS CATALOG!
Toys available until Oct. 1, 1965

A Talk of the Town VALUE

$9.95

Without battery



2-Way Transistorized Walkie-Talkie

HOLD 2-WAY CONVERSATIONS WITH YOUR FRIENDS up to ¼ mile away. Transistorized, wireless walkie talkies is fun to use yet highly practical. Provides 2 way radio communication around home—from yard to kitchen, around summer cottage, from boat to shore. Two walkie talkies will keep backyard "commandos" busy for countless hours. Anyone can operate—no license required, no examination, no age limit. So easy to use—just turn it on and press button to talk, release to listen.

High impact, molded black plastic case has gold colored letters, includes antenna. Lightweight, small enough to fit into the palm of your hand. Operates on crystal controlled citizen's band. Each unit uses one 9-v battery (not incl.), order on Page 306. Takes two units to carry on conversation. Buy 2 now and save.

48 T 2249—Ship. wt. ea. 14 oz. ..... Each $9.95, 2 for $18.88

Save This Catalog. Toys Available Until October 1, 1965

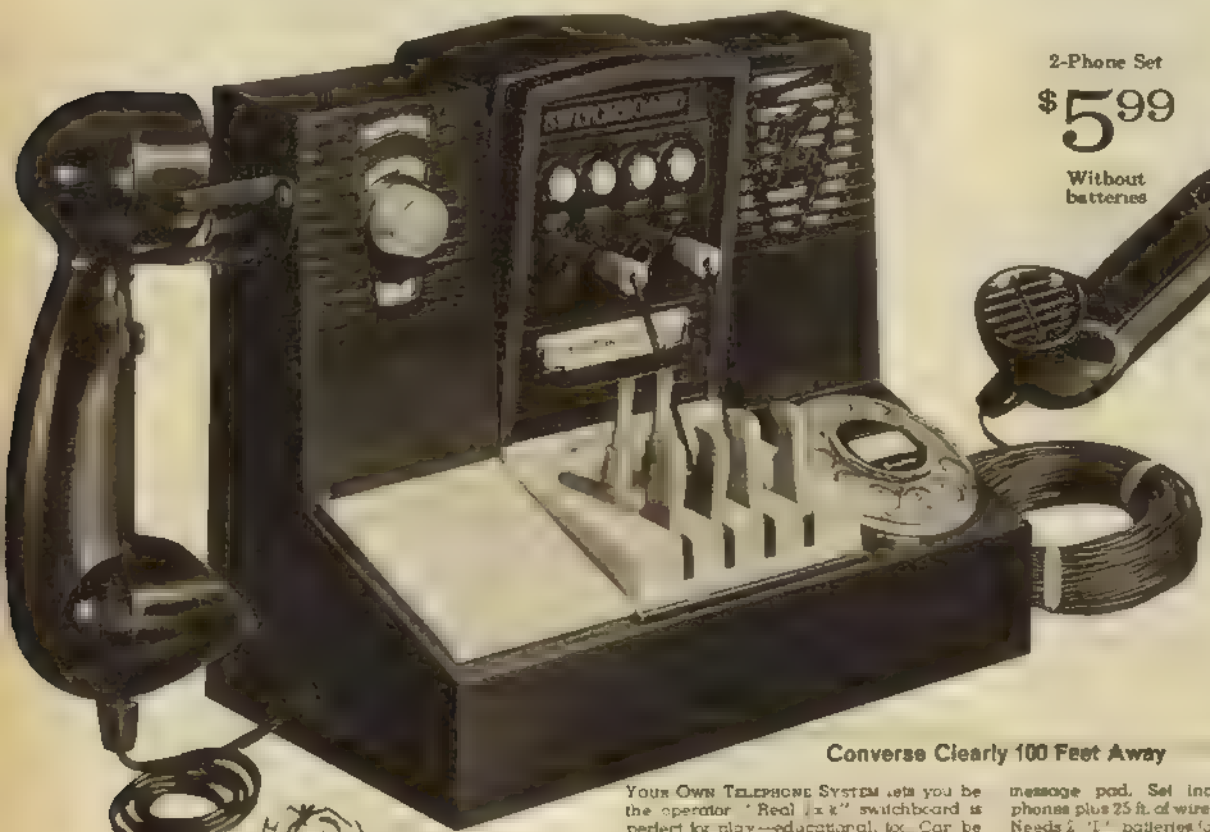
Electronic 2-Phone Switchboard Set

FUNCTIONS LIKE PROFESSIONAL SET

2-Phone Set

$5.99

Without batteries



Extra phone, wire and hanger adds play value to unit.

Converse Clearly 100 Feet Away

YOUR OWN TELEPHONE SYSTEM lets you be the operator! "Real Talk" switchboard is perfect for play—educational, too. Can be used in home for communication between rooms. Black high-impact plastic switchboard with colorful red and yellow trim has 4 plug-ins, 4 bell-ringing switches, outlet for third phone, alphabet code wheel, dial, message pad. Set includes 2 intercom phones plus 25 ft. of wire and wall hangers. Needs 2 "D" batteries for switchboard, one "C" battery for each phone. Batteries not included. Order Page 306.

48 T 2232 Switchboard and Two Phones. Ship. wt. 3 lbs. ..... Set $5.99

48 T 2244 Extra Phone. Wt. 1 lb. ..... Each 2.29

AURORA PLASTIC CO-
THUNDERJET 5000 ROAD RACE SET

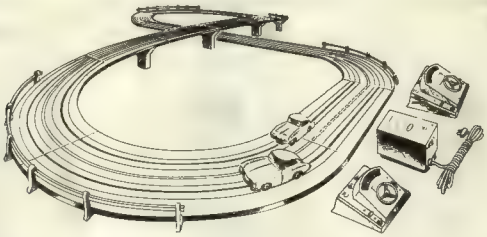


TABLE TOP RACING SET NO.1302

Two, Thunderjet-- 500 cars - 2-speed controls with reverse switch and brake, 8,9-inch radius curved road sections(¼ sect 7,9-inch straight road sections - 1, 9-- inch straight road sections, one 9-inch terminal straight road section, 4-- trestle posts, One set guard rails & rail posts - 1, 18-volt DC power pack.

Stock No.	Mfg.No.	No in ctn-	Wt.ctn-	Each
473-793	1302	3	21 lbs	* $ 24.98

CANADIAN HOCKEY at its BEST!

NEW OFFICIAL N.H.L. GAME

by EAGLE TOYS

NOW... kids can form their own leagues!

As advertised in official N.H.L. Hockey Programs!

Only available through your distributor.

200 Fifth Ave. New York 10, N. Y.

A. H. DELFAUSSE
NATIONAL REPRESENTATIVE

Suite 460 Tel. OR 5-1305

Color 'n Curl

COLOR, SET, STYLE BARBIE'S, MIDGE'S HAIR

$6.99

21

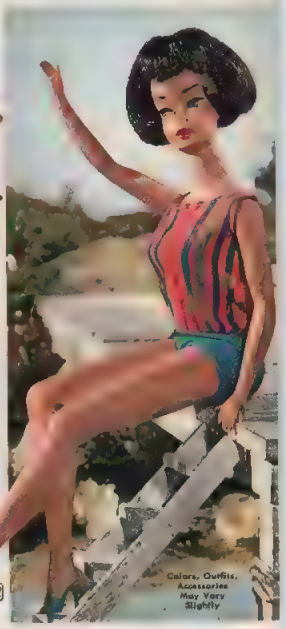
Dryer Actually Works!

21 JUST LIKE A REAL BEAUTY SALON—you can color, set and dry Barbie's and Midge's hair—change colors easily, as often as you wish—no mess, no dyes. Includes battery powered dryer (uses 2 "D" cell batteries; not incl.—see Pg. 354), four wigs that can be colored, set, styled; rollers, curlers, pins, combs, brush, activator solutions, wig stand, spray, 2 extra doll heads, instruction booklet.
48 T 8527—Ship. wt. 2 lbs. 8 oz. **$4.99**

Only at Wards

Lovely Posable Barbie and Her SEW-FREE Wardrobe

Doll, 3 Outfits **$5.99**



22 BARBIE HAS POSABLE LEGS, she makes a very graceful model, she can even cross her legs prettily when she sits down. She is wearing her new brightly colored bathing suit, shoes. She is about 11½ in. tall, is fully jointed, has lovely rooted hair. (No color, style choice.)

Her SEW-FREE Wardrobe includes everything you need—just measure, cut and press on SEW-FREE strips, cut pattern, fold and press edges together—no need to sew a stitch to make 3 glamorous new outfits:

"HOOTENANNY"—cotton sundress with kerchief, handbag.

"PATIO PARTY"—cotton sundress with jacket and handbag.

"DAY IN TOWN"—linen dress, tweed coat, belt, shoes and handbag

48 T 8526—Barbie Doll, 3 SEW FREE Outfits. Ship. wt. 1 lb. 8 oz. **$5.99**
48 T 8414—Posable Barbie only Wt. 12 oz. **2.44**

This Christmas Call Wards

See Page 392 for Phone Number Nearest You

Doll Only **$2.44**

22

Colors, Outfits, Accessories May Vary Slightly

Barbie's own furniture

23 SAVE 25%—WAS **$4.43** last Christmas.

So realistic—plastic furniture snaps together

SOFA BED with foam cushions, coffee table, simulated tile.

ADJUSTABLE CHAIR with foam cushions, matching ottoman and end table

CHAISE LOUNGE with canvas seat, side table

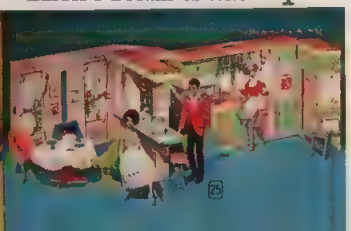
LAWN SWING AND PLANTER—seat actually swings. Backgrounds and accessories.
48 T 4443—Ship. wt. 2 lbs. 4 oz. ..Complete Now **$3.29**

23

Barbie's Dream House $4.49

24

Barbie's Dream Kitchen $4.79



25

24 25 EASY TO ASSEMBLE, colorful chipboard, folds for carrying.

(24) DREAM HOUSE—combination living room, bedroom, kitchen, patio with sliding door. Furniture, rug, elegant accessories. (No doll.)
48 T 2707 M—Wt. 8 lbs. 8 oz. **$4.49**

(25) NEW KITCHEN-DINETTE—WITH SEW-FREE curtains, table cloth, napkins. Plastic silverware, pots, pans, dishes, percolator, toaster, etc. Dining table, chairs. (No dolls.)
48 T 7914 M—Ship. wt. 6 lbs. **$4.79**

Talk of the Town value

only at Wards

Pepper and Patti can set up housekeeping with their very own furniture

2 DOLLS, FURNITURE

$6.99

1 PEPPER AND PATTI are saucy, button nose charmers with fully jointed, 9-in. pre teen bodies molded of sturdy vinyl, have rooted hair that can be brushed, set. They wear 2-pc. mix 'n match playsuits, choose other outfits below.

TWO ROOMS OF FURNITURE are sized just for them—bedroom includes twin beds with pillows, spreads, skirted mirrored vanity, hassock, comb, brush—Living Room—sofa, 2 armchairs of vinyl covered fiberboard, vinyl cocktail table, tiny make-believe newspaper

48 T 8473—PEPPER, PATTI AND THEIR FURNITURE. Ship. wt. 2 lbs..... Complete **$6.99**

48 T 8469—PEPPER ONLY. Ship. wt. 5 oz.. **1.79**

48 T 8318—PATTI ONLY Ship. wt. 5 oz... **1.79**

2 3 TAKE DOLL, WARDROBE in vinyl carrying case—insert doll's name in name plate—for dolls up to 9½ in. (No dolls, clothes.)

(2) 48 T 4508—SINGLE CASE. Ship. wt. 1 lb. **$1.69**

(3) 48 T 4509—DOUBLE CASE carry 2 dolls. Ship wt. 1 lb. 6 oz..... **$1.99**

Pepper's Tree House $6.25

4 PEPPER AND HER PLAYMATES HAVE FUN LIVING AMONG THE LEAVES! ...e colorful, plastic tree house with porch on sturdy plastic tree trunk, printed leaves. Furniture, utensils, lanterns, ladder, even a window box with pretend flowers. Teeter totter and tire-swing down below—perfect for any 9 in. doll—all made to scale. Tree and house about 32 in. tall overall. (No dolls inc.)

232 WARDS CS

48 T 7912 MO Ship. wt 6 lbs. Only **$6.25**

Favorite designs fit Pepper, Patti, Dodi

5-11 PRE-TEEN DREAM WARDROBE —smart styles for fashionable girls, take them from sleeptime to play time—each with complementary accessories. (Dolls not incl.)

(5) "FLOWER GIRL."
48 T 8459—Ship. wt. 4 oz.. . **$2.49**

(6) "BUDDING BALLERINA."
48 T 8485—Ship. wt. 4 oz.... **$1.19**

(7) "TEACHER'S PET."
48 T 8325—Ship. wt. 4 oz..... **99c**

(8) "AFTER SCHOOL."
48 T 8322—Ship. wt. 4 oz.... **$1.66**

(9) "MISS GAD-A-BOUT."
48 T 8486—Ship. wt. 4 oz.... **$3.69**

(10) "PARTY TIME."
48 T 8388—Ship. wt. 4 oz.... **$1.99**

(11) "SNOWFLAKE."
48 T 8319—Ship. wt. 4 oz.... **$2.74**

Shop By Phone . . . See Pg. 392

Pos'n Pepper, Pos'n Dodi $2.39 Each

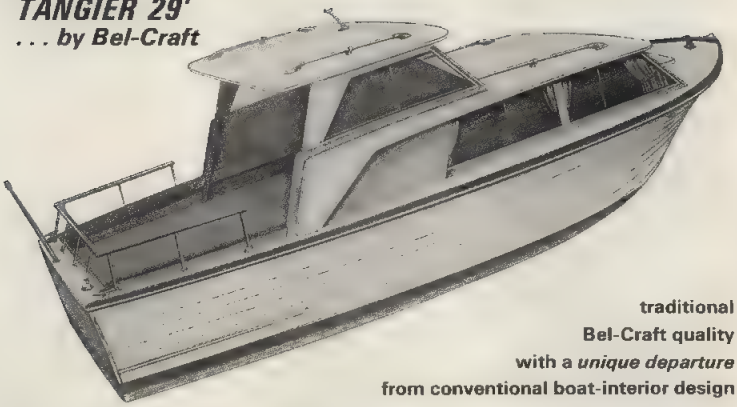
12 NEW POS'N PEPPER—her completely bendable arms, legs can turn, twist and pose. She is abt. 9 in. tall, comes in her playtime outfit of bell-bottom trousers, midriff top, shoes. Rooted hair, painted features.

48 T 8483—Ship. wt 10 oz **$2.39**

13 POS'N DOG—Pepper's best friend can do what Pepper does, assume life-like poses, she's poseable too. Dressed ready for picnic or play in slacks, ruffled top and shoes. About 9 in. tall.

48 T 8484—Ship. wt. 10 oz.... **$2.39**

NEW
TANGIER 29'
. . . by Bel-Craft

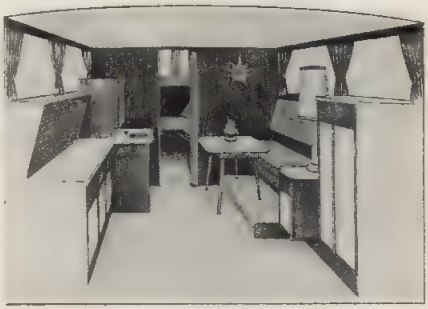


traditional
Bel-Craft quality
with a *unique departure*
from conventional boat-interior design

With carefully planned disregard for previous boat-interior designs, Bel-Craft's new TANGIER 29' has achieved a degree of interior space utilization never before approached . . . by *any builder!* The TANGIER has more private sleeping space, more living space, more working and stowage space than is found in any other 29' cruiser—more, believe it or not, than is found in many cruisers half again the TANGIER'S size

Check these Features that Make the Difference—

- Master's private stateroom forward
- Sleeps six with maximum privacy
- Seats six at free standing dining table
- Eye-level refrigerator
- Concealed, recessed stove
- Completely enclosed, private stand-up head
- Full-length enclosed hanging locker
- Enclosed dish locker
- Exceptional stowage space
- Deep-piled carpet throughout
- Large formica-topped galley work surface
- Glass topped chart table at helmsman's station
- Optional single or twin-screw power
- Optional lap strake or Carvel planked construction



Looking forward in the TANGIER 29' cabin.

Remember . . . there's more to a boat than meets the eye. There's the part that must meet the water. In a Bel-Craft boat, what meets the eye is breathtakingly beautiful. What meets the water is superbly constructed

Write for a free catalogue.

Bel-Craft

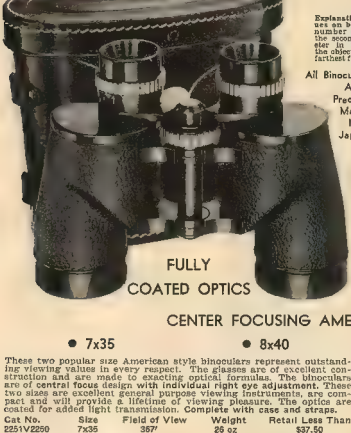
Route 50, Linkwood, Maryland

Quality Binoculars

Selected by Bennett Brothers

GUIDE TO PROPER BINOCULAR SELECTION

6x30	7x35	8x30	8x40
Indoor Activities Hunting Outdoor Sports	All Purpose Hunting Racing Nature Study Travel, Vacation	Hunting Nature Study Sports—Open Areas	Hunting Racing Outdoor Sports Nature Study Travel, Vacation
7x50	10x50	16x50	20x50,
Yacht ing Racing Navigation Night Use	Long Range Mountains, Prairies Distances	Long Range Mountains, Prairies Terrestrial Astronomical Distances	20x60 & 20x70 Long Range Terrestrial Astronomical Distances



FULLY COATED OPTICS

Explanation of Number values on binoculars: First number denotes power, the second is the diameter in millimeters of the objective lens (lens farthest from the eye).

All Binoculars Are Precision Made In Japan

Each Binocular Supplied With Case and Straps

PRECISION ENGINEERED LIGHTWEIGHT CONSTRUCTION

CENTER FOCUSING AMERICAN STYLE BINOCULARS

• 7x35

These two popular size American style binoculars represent outstanding viewing values in every respect. The glasses are of excellent construction and are made to exacting optical formulas. The binoculars are of central focus design with individual right eye adjustment. These two sizes are excellent general purpose viewing instruments, are compact and will provide a lifetime of viewing pleasure. The optics are coated for added light transmission. Complete with case and straps.

Cat No.	Size	Field of View	Weight	Retail Less Than
2251V2250	7x35	357′	26 oz	$37.50
3127V2559	8x40	332′	28 oz.	$42.50

• 8x40

• 7x35 Wide Angle

These two excellent wide angle, center focus binoculars are outstanding all purpose viewing instruments. Right eye adjustment. Extra wide angle affords magnificent field of view. Each is ideally suited for all sporting events and for other wide angle coverage uses. Smooth operating center focusing. Extremely high light transmission affords additional brilliance. Precision engineered light weight construction. Complete with carrying case and straps.

Cat No.	Size	Field of View	Weight	Retail Less Than
2249V3000	7x35	577 Ft.	35 oz.	$50.00
3340V2880	8x40	474 Ft.	33½ oz.	$48.00

• 8x40 Wide Angle

• 16x50
• 20x50
• 20x60
• 20x70

• 7x35 C.F.
• 7x35 I.F.

• 7x50

GERMAN STYLE

Higher power central focusing binoculars for Long Ranges and Astronomical viewing. Provide excellent observation in forest, coastline areas, sky study or where the ultimate in distance viewing is desired. Features central focusing with individual right eye adjustment. All have coated optics. Complete with cases and straps

Cat. No.	Size	Field of View	Weight	Retail Less Than
1649V2745	16x50	183′	36 oz.	$45.75
2994V3225	20x50	141′	41 oz.	53.75
3128V4200	20x60	184′	48 oz.	70.00
3341V5205	20x70	157′	52 oz.	86.75

GERMAN STYLE

These popular sized binoculars are precision built and are both excellent values. Compact design affords distinct portability without added bulk. Both have achromatic, color corrected lenses for clear, sharp images; increased light transmission provides added brilliance to any object. Available in either center focus or individual focus styles. Field of view is 385′ at 1000 yards for each glass Complete with carrying cases and straps.

Cat. No.	Size	Weight	Retail Less Than
2256V1930	7x35 Center Focus	22 oz.	$30.50
2257V1680	7x35 Individual Focus	21 oz.	28.00

AMERICAN STYLE

2250V2670—An outstanding American Style center focusing binocular. The 7x50 size is the traditional naval viewing size. Provides extremely bright observation under adverse lighting conditions. Excellent for viewing from dusk to dawn. Fine for offshore and yachting use. Field of view 372′ at 1000 yards. The glass features central focusing with individual right eye adjustment to compensate for any difference in the vision of the viewer's eyes. Lightweight aluminum construction. Weighs 36 oz. Complete with carrying case and straps.

Retail Less Than $44.50

REALIST RIFLE SCOPES

Order Scope and Mounts Specify Gun Model

REALIST
3X-9X ALL PURPOSE VARIABLE POWER

3545V6109—Continuous power magnification from 3 to 9 power makes this scope adaptable to most all shooting conditions and distances. 4 lens optical system. Fully coated. Windage and elevation adjustments. Nitrogen processed and fog-proofing Crosshair reticle size constant at all powers. Field of view 34' to 12' at 100 yards. Lightweight aluminum construction. Weighs 11 oz. Length 13¼". **Retail $89.50**

REALIST
6 POWER RIFLESCOPE

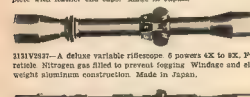
3549V4601—Hunting scope with pin-point shooting of all types. 9 lens optical system. Fully coated. Ultra-fine windage and elevation adjustments. Crosshair reticle. Nitrogen processed. Field of view 20' at 100 yards. Lightweight aluminum construction. Weighs 10 oz. Length 14". **Retail $39.50**

REALIST
4 POWER RIFLESCOPE

3550V3925—Fine all-purpose precision scope. Contains 8 lens optical system. Fully coated Ultra-fine windage and elevation adjustments. Crosshair reticle. Nitrogen processed Field of view 31' at 100 yards. Lightweight aluminum construction. Weighs 9 oz Length 12¼". **Retail $57.50**

4 POWER
32MM
RIFLESCOPE

3296V5230—A precision made riflescope that assures accuracy in the field or on the range. Coated optics. Needle sharp cross hairs. Windage and elevation adjustments. Nitrogen gas filled prevents fogging. Rugged aluminum lightweight construction. Complete with leather end caps. Made in Japan. **Retail $65.50**

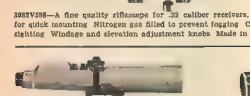


4X - 9X
Variable 40MM
Riflescope

3131V2937—A deluxe variable riflescope. 6 powers 4X to 8X. Fully coated optics. Crosshair reticle. Nitrogen gas filled to prevent fogging. Windage and elevation adjustments. Lightweight aluminum construction. Made in Japan. **Retail $68.95**

3X-7X
20MM ZOOM
.22 CALIBER
RIFLESCOPE

3351V6906—An outstanding 3X to 7X 20MM zoom .22 caliber riflescope. Nitrogen gas filled. Coated lens. Crosshair reticles. No tapping or drilling; attached mount slips on rifle, locks tight and secure. Made in Japan. **Retail $16.50**



15MM
4X RIFLESCOPE
FOR .22 CAL. RIFLES

3382V5396—A fine quality riflescope for .22 caliber receivers. Mount easily slips on rifle for quick mounting. Nitrogen gas filled to prevent fogging. Crosshair reticle for accurate sighting. Windage and elevation adjustment knobs. Made in Japan. **Retail $9.98**

BAUSCH & LOMB
BALSCOPE ZOOM
SPOTTING SCOPE
15X TO 60X

BALSCOPE ZOOM 60 SPOTTING SCOPE

3385V11212—Zooms from 15X to 60X with the unique finger-tip control. An excellent instrument for long range observation, sight-seeing and shooting. Smooth finger-tip focusing. Precision coated lens. Powers are completely variable from 15X to 60X. Screw on lens cap. Retail $143.50

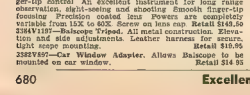
2384V1197—Balscope Tripod. All metal construction. Elevation and side adjustments. Leather harness for secure, tight scope mounting. **Retail $16.95**

2382V697—**Car Window Adapter.** Allows Balscope to be mounted on car window. **Retail $14.95**

VARIABLE POWER 32MM RIFLESCOPE

3467V2460—A fine economically priced variable 2½ to 8 power 252MM riflescope. Ideal for all hunting and target shooting. Field of view at 100 yards—2½X (24 ft.), 8X (15.5 ft.) Sharp, precise focusing. Elevation and windage adjustment for critical adjustments. Lenses are coated. Nitrogen filled prevents fogging. Brilliant, sharp images. Crosshair reticle. Length 13". Weighs 12½ oz. **Retail $41.00**

Made in Japan.



BALSCOPE ZOOM 60 SPOTTING SCOPE

3385V11212—Zooms from 15X to 60X with the unique finger-tip control. An excellent instrument for long range observation, sight-seeing and shooting. Smooth finger-tip focusing. Precision coated lens. Powers are completely variable from 15X to 60X. Screw on lens cap. Retail $143.50

2384V1197—Balscope Tripod. All metal construction. Elevation and side adjustments. Leather harness for secure, tight scope mounting. **Retail $16.95**

2382V697—**Car Window Adapter.** Allows Balscope to be mounted on car window. **Retail $14.95**

REALIST "FLIGHT WEIGHT" SCOPE MOUNTS

3546V660—The Realist mount consists of one pair of split rings and one pair of bases. The design permits installation without removing eyepiece, turret or other scope parts. Lightweight aluminum alloy with durable black finish. Specify make and model number of rifle. **Retail $9.75**

REALIST
2½ POWER RIFLESCOPE

3351V3396—Preferred for short and medium range shooting. Contains 6 precision lens optical system. Fully coated. Ultra-fine windage and elevation adjustments. Crosshair reticle. Nitrogen processed. Field of view 44' at 100 yards. Lightweight aluminum construction. Weighs 8 oz. Length 10½". **Retail $40.75**

REALIST
APACHE 8 POWER
.22 CAL. RIFLESCOPE

3347V856—An excellent 8 power riflescope for a .22 caliber rifle. Streamline design. Exclusive sunshade permits no-glare shooting. Optical system features a crystal clear sight picture. Crosshead reticle and 20' field of view. Ultra-fine fractional minute sight adjustments. Nitrogen processed. Length 13½". Weighs 8 oz. Complete with "easy-on" mount to fit most all popular .22 rifles with grooved receivers. **Retail $12.50**

BALVAR 8A
—2½X-8X
RIFLESCOPE

3275V7296—An excellent variable power (2½X to 8X) 40MM riflescope. Brilliant optical performance combined with rugged mechanical design matches or exceeds the most critical specifications for a practical telescopic sight. Wide range of power for all big game hunting and small game, target, etc. shooting. For good, virtually scratch proof and is completely unaffected by the recoil of any rifle. Field of view at 100 yards 2½X to 8X—8X field is 15.5 ft. Tapered crosshair reticle. Length 13¾". Weight 16½ oz.

3469V1586—Mount for above Specify make and model number of rifle. **Retail $19.95**

BAUSCH & LOMB
2½X BALTUR A
RIFLESCOPE

3353V3396—An ideal riflescope for woods hunting or wherever conditions limit the shooting distance. Its special features are the very wide field of view and brilliant image and the extra large exit pupil which allows fast differences in head position in quick shooting. 42 ft. field of view at 100 yards. Crosshair reticle. 30MM objective lens. Fully coated Two-piece tube length 12¼". Weighs 8½ oz.

3468V1586—Mount for above Specify make and model number of rifle. **Retail $19.95**

BAUSCH & LOMB
4X BALFOR
30MM RIFLESCOPE

3442V3396—A dependable, durable 4X riflescope with a 30MM objective lens. A combination of excellent optics, clear image brilliance and wide field of view. (30 ft. at 100 yds.) make it an ideal hunting scope. May also be used for target etc. shooting. Smooth, sure focusing. Length is 13¼" Weight is 9 oz. The Balfor has a flat-hard finish. Truly a riflescope that will give outstanding performance for years. **Retail $49.95**

3469V1596—Mount for above Specify make and model number of rifle. **Retail $19.95**

BUSHNELL 13MM
"PHANTOM"
PISTOL SCOPE

3276V2468—The Phantom increases shooting accuracy by giving the shooter more accurate holding on the target, because the crosshair and target are on the same plane. Micrometer reticle adjustments. All optics are coated. Exclusive mount system. No drilling or tapping. Weighs 6 oz. Complete with mount, recoil shoe. Specify make, model. **Retail $45.50**

PHANTOM PISTOL SCOPE 2X BOOSTER

3554V1396—This booster scope increases the present scope magnification, converting 1.75X to 2.62X. Attaches easily to the front of the scope. Made in Japan. **Retail $14.35**

60MM ZOOM SPOTTING SCOPE
WITH DELUXE CARRYING CASE

3555V5490—An excellent zoom variable power spotting scope. Fine 60MM objective lens 6 distinct powers of 25X, 30X, 35X, 40X, 45X, and 50X. Smooth focusing. Fully coated optics. Adjustable sunshade. Metal tripod with elevation and pan handle. Complete with unique deluxe zippered carrying case. Scope, tripod and accessories are all strapped in for safe portability. Made in Japan. **Retail $31.50**

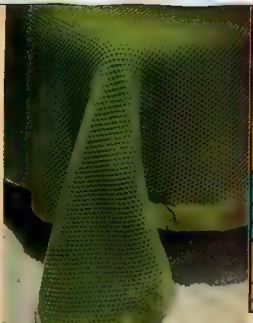
2382V857—**Car Window Adapter.** Allows spotting scope to be mounted on car windows. **Retail $14.95**

Canadian Style "Trail Blazer"

Carefree Washable Wool

100% pure virgin wool blanket in popular Canadian styling—traditional bold stripes accent each end. Perfect for lodges, dens, dormitories, etc. Closely woven, richly napped with soft, brushed finish. Wool whipped ends won't fray. Machine washable, machine dryable.* 10-year guarantee. Colors: White with Black, Yellow and Red stripes or Red with Black stripes. Specify.

8536C1475—72"x80" Size. Ship. wt. 5 lbs. . . . . Sugg. Retail $21.00

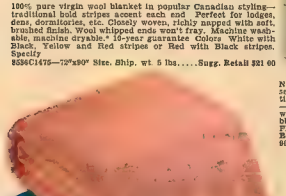


"Montrose" Wool Thermal Blanket

Now, the popular thermal weave construction in warm, select, imported 100% pure wool! Unique cellular construction . . . in winter when light cover is used heat is retained —in summer the thermal action "breathes" away body warmth. Use also as a beautiful cover . . . actually resembles expensive hand crocheting. Nylon binding. Mothproof. Flame resistant. Ship. wt. 4¾ lbs. Avocado Green, Beige, Blue, Gold, Pink, or White. Specify.

8857C1095—Blanket 72"x90" . . . . . Retail $14.95

THERMAL WEAVE



"Cloud-Lite" Summerweight Wool ▶

All season favorite in a cellular weave construction that has an attractive hand woven look! Lightweight wool so perfect for use for temperature controlled sleeping from spring through winter. Permanently mothproofed. Lifetime Nylon binding. Blue, Pink, Green, Beige, Gold or White. Specify.

	Ship. Wt.	Retail
8538C915 — 72"x90" Size . .	3 lbs.	$12.95
8539C1075—80"x90" Size . .	3½ lbs	14.95
8740C1580—108"x90" King Size . .	4 lbs	22.50

"Ballerina" (Left)

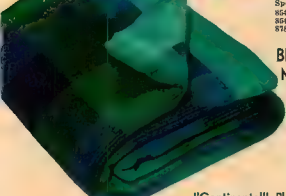
ACRILAN Blanket

Win terweight

100% Acrilan acrylic blanket—best buy for fluffy-light warmth plus luxurious softness and superb durability. Permanently mothproofed, non-allergenic. Washes and dries by machine! 9" lifetime Nylon binding. Colors: White, Beige, Blue, Pink, Green or Gold. Specify.

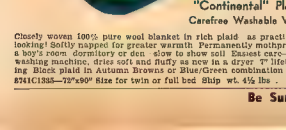
8542C995 —69"x90". Ship. wt. 4½ lbs. $13.95
8543C1195—80"x90". Ship. wt. 5 lbs. $16.50
8788C1685—108"x99". Ship. wt. 6½ lbs. $23.50

Beautiful Blankets
. . . blissful warmth
. . . tender softness
. . . ever lofty nap



Blankets in Carefree Machine Washable Wool

*All Faribo Carefree Wool Blankets on this page are guaranteed for 10 years against shrinkage, moth damage, wearing out of Nylon binding and defective workmanship and materials.

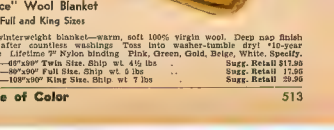


"Continental" Plaid

Carefree Washable Wool

Closely woven 100% pure wool blanket in rich plaid as practical as it is good looking! Softly napped for greater warmth. Permanently mothproofed. Perfect in a boy's room, dormitory or den. Slow to show soil. Easiest care—goes safely into washing machine, dries soft and fluffy as new in a dryer. 7" lifetime Nylon binding. Black plaid in Autumn Browns or Blue/Green combination. Specify.

8741C1335—72"x90" Size for twin or full bed. Ship. wt. 4½ lbs. . Retail $18.95



"Caprice" Wool Blanket

Twin, Full and King Sizes

Elegant winterweight blanket—warm, soft 100% virgin wool. Deep nap finish remains after countless washings. Toss into washer-tumble dry! *10-year guarantee. Lifetime 7" Nylon binding. Pink, Green, Gold, Beige, White. Specify.

8744C1085—68"x90" Twin Size. Ship. wt. 4½ lbs. .	Sugg. Retail $17.95
8745C1495—80"x90" Full Size. Ship. wt. 5 lbs. . .	Sugg. Retail 17.95
8746C2195—108"x90" King Size. Ship. wt. 7 lbs. .	Sugg. Retail 29.95

"Siesta" Throw by Faribo. The vibrant colors of a Mexican serape plus the lightweight warmth of 100% wool combine in a throw that's perfect for naps or for use as a travel robe. 100% virgin wool. Fringed ends. 60"x70" size. Shp. Wt. 4 lbs. Choice of Multi-Color or Brown plaids. Specify.

6817C1005—Throw . . . .Sugg. Retail $14.95

FARIBO ROBES FOR EVERY OCCASION

(A) "TWO SEATER" WOOL PAK-A-ROBE

Luxurious fringed robe in 100% pure wool deeply napped and extra large for complete comfort for two! Permanently moth-proofed. Handsome vinyl case zips apart to form two comfortable foam cushions. Shoulder strap for convenient carrying. Size 54"x 72". Sparkling Red or Green Plaid. Specify.

	Shp. Wt. (Lbs.)	Sugg. Retail
8959C1430—Pak-A-Robe	15	$19.95

(B) "HEATHER" WOOL PAK-A-ROBE

Popular go-everywhere fringed robe in 100% pure wool. So ideal for all-purpose enjoyment indoors or out! Permanently moth-proofed, extra large size 54"x72". Leather-like vinyl carrying case has its own built-in foam cushion and wool plaid case to match the robe. Vibrant plaid colors: Blue or Red. Specify.

	Shp. Wt. (Lbs.)	Sugg. Retail
8960C1255—Pak-A-Robe	15	$17.95
8961C845—Robe without Case	4	11.50

(C) "WINDBREAKER" ACRILAN PAK-A-ROBE

Perfect companion at ball park or picnic. Soft, warm, fringed robe of 100% virgin ACRILAN®. Completely washable, resistant to allergies, stains, mildew! Carrying case in leather-like vinyl features "see through" window, shoulder strap, built-in cushion. 50" x70" Gay plaids. Red or Brown. Specify.

	Shp. Wt. (Lbs.)	Sugg. Retail
8962C995—Pak-A-Robe	4	$14.95

® Chemstrand's Acrylic Fiber

(D) "COUNTRY SQUIRE" ROBE N' CASE

An outstanding value! Best friend for people on the go—completely machine washable, machine dryable 100% Acrylic robe. Attractive carrying case has "see-through" plastic window. 50"x60" size. Brown plaid only.

	Shp. Wt. (Lbs.)	Sugg. Retail
8964C570—Robe-N-Case	5	$7.95

(E) "WOODLAND" WOOL PAK-A-ROBE

Strikingly handsome sport robe with fringed ends in 100% pure wool -nature's own warmth fiber! An excellent sports and travel accessory . . . just right for a cozy cover in auto. Packs in handy carrying case with extra wide zipper and clear plastic window. 50"x60" size. Beautiful plaid colors: Brown or Red. Specify.

	Shp. Wt. (Lbs.)	Sugg. Retail
8963C790—Pak-A-Robe	4	$10.95

★ **NOTICE**—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices. **They are not the prices at which Bennett Brothers sell. See Trade Information.**

Finest in Blankets

HUDSON'S BAY

"4 POINT MULTI-STRIPE"

World renowned, woven by skilled craftsmen in England. Deep warm nap—edges which need no binding—rich, beautiful colors. **Extra-heavyweight of 6 lbs.** Made of 100% Virgin Wool for a lifetime of comfort and beauty. In 72"x90" size. White with Multi-stripe of bold, attractive colors. Gift box in striking multi-colors. Shp. Wt. 8 lbs.

5713C2625—**Practical size (72"x90").** Sugg. Retail **$34.95**

HUDSON'S BAY "4 Point Scarlet"

Famous 100% All Wool Scarlet blanket with Black bar. Ideal for the great out-of-doors. First made by the original Hudson's Bay Co. in the 18th Century. **Manufactured in England** to serve generations of families. 6 lbs. in weight, 72"x90" size. Remarkable in warmth and beauty. Rich-looking multi-colored gift box. Shp. Wt. 8 lbs.

5317C2625—**Practical size (72"x90").** Sugg. Ret. **$34.95**

Point
BLANKETS

PEPPERELL
FABRICS

"Glolon" Blankets by

Pepperell

ACRILAN

. . 100% Virgin ACRILAN ACRYLIC

. . 100% Nylon Binding

. . Machine Washable

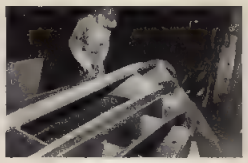
Pepperell's deluxe winterweight blanket in the **wonder fiber "ACRILAN".** Thoroughly washable in tub or machine . . . quick drying! Absolutely moth and mildew-proof. **Non-allergenic** . . . won't irritate the most sensitive skin. This 100% **"ACRILAN", Chemstrand's acrylic fiber,** blanket is warmer than other blankets of its weight. Exclusive "Maverick" weave locks fibers together, giving greater warmth. Soft and fluffy with long-wearing Nylon binding. Choice of sparkling colors: **Pink, Green, Yellow or Blue. Specify.**

6845C965—**Practical size (72"x90").** Shp Wt 5½ lbs. Sugg. Retail **$12.95**

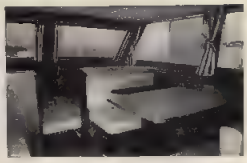
6369C1485—**King size (108"x90").** Shp. Wt. 7½ lbs..... 19.95

Exciting New 30 BROADWATER
6 Sleeper—210 hp—$6995

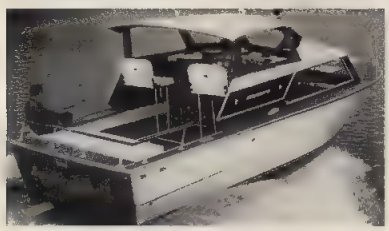
Modern L-shaped galley is First Mates delight Features stainless steel recessed stove, sink, ice box, glass rack, large sliding door cabinet and pressurized fresh water system.



Built on the shores of the Chesapeake Bay, a traditional boat building area, by men whose fathers built boats and who themselves worked on the famous PT boats of World War II These boats are the finest that Broadwater has ever built.



A family of six can sleep comfortably in this spacious, airy cabin. The ventilating cabin windshields and sliding picture windows invite balmy breezes. No chance of claustrophobia on a BROADWATER.



27' Bigi Browney and Beautiful 4 sleeper. Powered by 210 HP Chrysler V8. Features enclosed head with vanity, convertible dinette, modern galley. Only $5,695.00 See it at your dealer today.

23' Little Mariner 3 sleeper. Go Inboard Boating at a "Cents"able price Features a complete galley, enclosed head and convertible dinette yet priced under $4,000.00. Write today for free literature

NEW YORK Long Island Pembroke Sales Lindenhurst, N. Y • Niagara Park Marina North Tonawanda, N. Y • Wrights Boat Yard Geneva, N. Y • North East Yacht Sales, Loudenville, N Y • Marsh Walrath, Fulton, N. Y. • Harbor Marina, Henderson Harbor, N. Y. • CONNECTICUT. Brainard Marine Sales, Clinton, Conn. • MISSOURI Royal Craft Boats, Kansas City, Mo. • Bills Marina, Independence Mo. • TENNESSEE: Marine Sales Memphis, Tenn • GEORGIA Miller Averett, Columbus, Ga. • ALABAMA Vulcan Boat Works, Birmingham, Ala. • ILLINOIS Granite City Boats & Motors, Granite City IN. • MICHIGAN Port Huron Marine Sales Port Huron, Mich • VIRGINIA Chesapeake Yacht Sales, Norfolk, Va. • Royall Marine Sales, Richmond, Va • MARYLAND Sea Mark Industries, Charlestown, Md • INDIANA Kerkhof's Boats & Motors, Indianapolis, Ind

BROADWATER BOATS

21 CADLE ROAD **MAYO, MARYLAND**

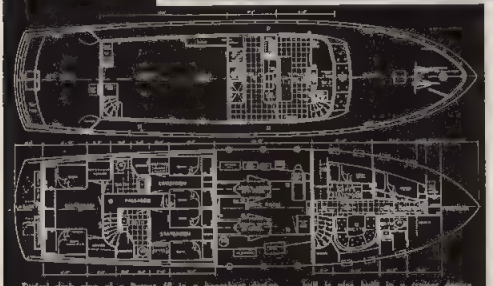
Buddy L moves like a tiger!

Powered by growing consumer demand, BUDDY L trucks literally leap off the shelves. Unmatched for realism, each original addition to the BUDDY L truck line is quality-built for years of dependable play value. BUDDY L's TRAVELING ZOO is unique! It is sturdy steel, with high impact cage bars to slide up and down, releasing six jungle animals. Also in our animal carrier line, there's a PONY X-PRESS with 2 horses and a plastic windscreen. Add the thoroughbred horse family in our HORSE VAN; a luxury RIDING ACADEMY; and 12 different dogs in the KENNEL TRUCK. Order your trucks from BUDDY L, the fast moving line! Remember, BUDDY L is on TV for the 17 critical sales weeks from August 15 to Christmas!

Buddy L

WORLDWIDE SALES COVERAGE THE HENRY KATZ ORGANIZATION TENTH FLOOR, 200 FIFTH AVENUE NEW YORK, N.Y. 10010. (212) OR 5-0070.

Newest of the 68's in aluminum . . Sally H VI, a cruiser design built for Mr. E. E. Hays . . . she's his second Burger



Typical deck plan of a Burger 68 in a houseboat design . . . hull is also built in a cruiser design

BURGER 68 IN ALUMINUM

We call her a Burger 68 . . . not a 68 footer. Hull length doesn't give you a true measure of any Burger . . . in size or performance. Instead, compare living space and accommodations . . . you'll find Burgers are bigger.

Look at the deck plans and photos of this 68. She'll carry more people more comfortably . . make cruising and entertaining more enjoyable.

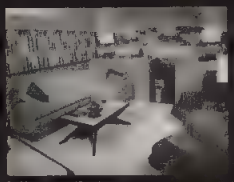
She handles her size beautifully . . . normal cruise is a brisk 15 knots. She's more buoyant . . . rides smooth and level even in heavy seas . . . responds quickly.

What's a Burger got that makes her different? Aluminum construction is part of the answer. It gives us the advantage of strength without weight . . . gives you the advantage of less maintenance.

More important is our experience in designing and working with aluminum. We built this country's first all-welded aluminum yacht. Since then, all this country's largest aluminum yachts have been built by Burger.

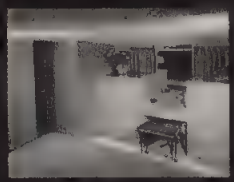
If you're considering a yacht in the 57 to 100 feet and over class . . . investigate a Burger.

Remember, to honestly compare the cost of a Burger . . . compare living space and performance . . . not length.



Deckhouse on a 68 cruiser

Looking aft in Deck Lounge of 68 houseboat . . . dining area is forward



Owner's stateroom on 68

Afterdeck on 68

Custom and Semi-Custom Yachts
IN ALUMINUM — 57' 63' 68', 72' 83'
IN STEEL — 60', 65', 70', 75' 80', 90'

Over a century of tradition as a pioneer in the art of building fine yachts

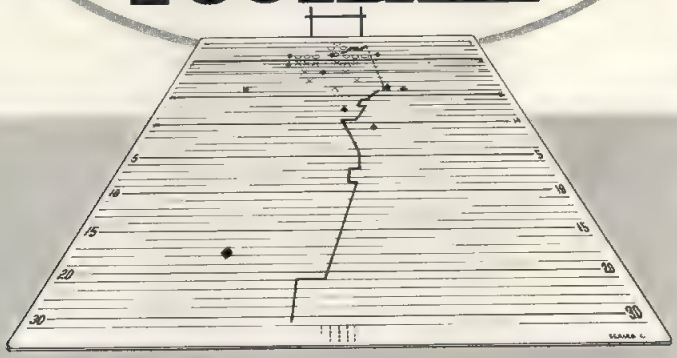
BURGER
BOAT COMPANY, INC. • MANITOWOC, WISCONSIN
FIRST IN STEEL • FIRST IN ALUMINUM

CONTACT BURGER DURING N. Y. BOAT SHOW AT ESSEX HOUSE, CI-7-0300

Are We Scoring Real Football?

YES!

Real FOTO-ELECTRIC FOOTBALL



. . .and YOU, TOO, will score EXTRA PROFITS
12 months out of the year with
FOTO-ELECTRIC FOOTBALL

Sunday morning quarterbacks and armchair strategists will make a profit-scoring run for you throughout the year with FOTO-ELECTRIC FOOTBALL. It gives them all the suspense and thrills of a regulation game.

Selected by experts to be the **NATIONAL FOOTBALL HALL OF FAME GAME,** it tests the football "savvy" on both offense and defense.

Play-viewer shows every play in motion and every thrill in action.

#233 in self-selling display carton 18¾ x 14 x 5¼ complete with field, scoreboard, plays, kick and run-back dials. U.L. approved viewer.
List price per dozen . . $96.00

CADACO, INC.
New York Showroom:
Room 407 —
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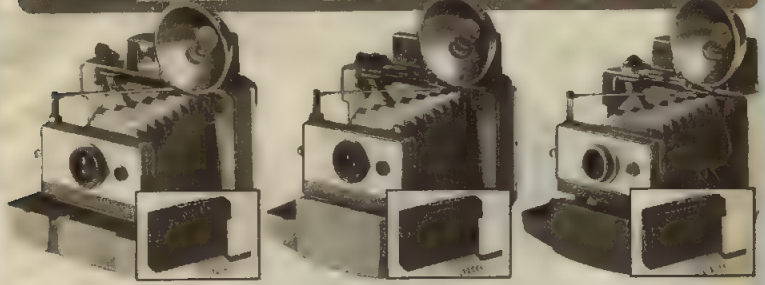
1458 Merchandise Mart
Chicago 54, Illinois



Polaroid "104" outfit

Separately $74.22 **67.77** $5 Monthly

Polaroid "104" camera takes 3¼x4¼-in color or Black/White snaps Transistorized electronic shutter automatically sets exposure. Distance adjustment. Duplet lens Accepts development timer and self timer only Incl camera, flash case, 1 Black White film pack, twelve M 3 bulbs

V55 J 4338 Mail (8 lbs.) Outfit 67.77
V55 J 4336M (4 lbs.) Camera only 52.00
55 J 4346M (2 lb 10 oz.) Case only 10.97
55 J 4307M (1 lb.) Flash unit only 7.88
55 J 3512 (15 oz.) 24 M 3 Bulbs Pkg. 2.79

Polaroid "103" outfit

Separately $92.17 **82.50** $5 Monthly

The Polaroid "103" has all the features of the "104" plus sharper triplet lens and rangefinder/viewfinder. Electric eye gives perfect exposures. Accepts all accessories sold below Includes camera, clip-on flash, carry case, 1 Black/White film pack, twelve M 3 flash bulbs Mail

V55 J 4330 (8 lbs.) Outfit 82.50
V55 J 4332M (5 lbs.) Camera only 69.95
55 J 4307M (1 lb.) Flash only 7.88
55 J 4346M (2 lb 10 oz) Case only 10.97
55 J 3512 (12 oz.) 24 Bulbs Pkg. 2.79

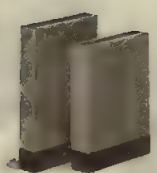
Polaroid "100" outfit

Separately $143.15 **129.50** $6 Monthly

Polaroid "100" features electric eye and transistorized shutter plus a precision coupled rangefinder Special 'shoot-in-dim-light' feature lets you take Black White snaps indoors without a flash. Accepts all accessories below Inc. camera clip-on flash gun, carrying case, pack Polaroid color film, 12 M 3 flash bulbs Mail

V55 J 4344 (9 lbs.) Outfit 129.50
V55 J 4345M (5 lb) Camera and flash 126.97
55 J 4346M (2 lb 10 oz) Case only 10.97
55 J 3512 (15 oz.) 24 M 3 Bulbs Pkg. 2.79

Polaroid film and accessories that will make your picture taking even easier



Polaroid film packs

BLACK AND WHITE FILM PACKS for models 100, 101, 103, 104 ASA 3000, type 107. Develops in 10 seconds. 8 prints. Shpg. wt 11 oz.
55 J 4310. Pack 1.97 ....3 for 5.85

POLACOLOR FILM PACKS for models 100, 101, 103, 104 ASA 75, type 108. Develops in 60 sec. 8 prints. (12 oz.)
55 J 4311 Pack 4.28....3 for 11.73

With Spiegel Budget Power you pay no money down—take 2 years to pay!

Polaroid accessories

(1) PORTRAIT KIT (Model 581) Lens plus housing for parallax corrected view Focuses to 22-in.
55 J 4349. (14 oz.)..... 8.66

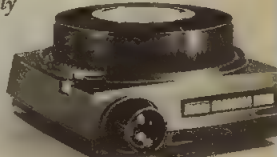
(2) DEVELOPMENT TIMER. Attaches to strap of camera Times to 2 min Especially useful for color.
55 J 4347 (8 oz.) 6.44

(3) SELF-TIMER. Put yourself in the picture. Pre-sets shutter snap from 5 to 15 seconds.
55 J 4348. (8 oz.)..... .... 5.44

KODAK *Carousel projectors show slides automatically*

KODAK CAROUSEL "605" push button projector for 35mm slides. Select, advance edit slides at the touch of a button. Revolving tray holds to eighty 2x2-in. slides. Color-corrected 5-in f/3.5 lens. Blower-cooled 3-position switch for motor and lamp. 300W DEK lamp, 12-ft cord, tray, title slide Mailable. Shipping weight 19 lbs.
A55 J 3490M . $5 monthly 66.50

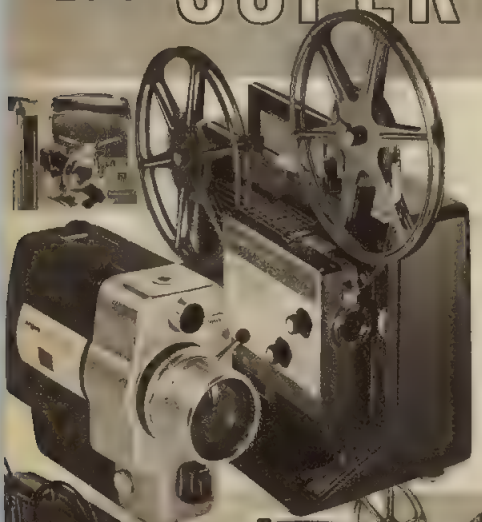
KODAK CAROUSEL "805" projector —completely automatic Includes all features of the "605", plus timer to permit automatic slide projection at 5, 8 or 15 second intervals. You just sit back and enjoy the show! Remote control focus, advance and stop. 12-foot remote control cord. Mailable Shipping weight 20 lbs.
A55 J 3492M... $5 monthly 114.50



55 J 3458M. Extra Rotary Slide Tray for Carousels above. Mail. (3 lbs.)...Ea. 2.24

See page 269 for Budget Power—buy all your needs at Spiegel

NEW! SUPER 8 MOVIE OUTFITS...



Argus Super 8 outfit

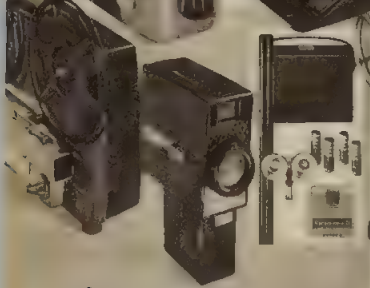
Separately $219.05 **199.50** Outfit

Save $19.55—See What You Get!

- zoom lens camera
- projector
- camera carry case
- pistol grip
- 30x40-inch screen
- light bar
- Kodak film cartridge
- batteries

THE CAMERA Argus Super 8 has f/1.8 focusing zoom lens. CDS electric eye for perfect exposure and thru-the-lens viewing. Battery powered film drive. Built-in "A" filter. ASA 25-400. Uses Super 8 film only.
THE PROJECTOR—Sharp f/1.5 lens plus 150W bulb with 500W brilliance. Automatic reel to reel threading; 400-ft. reel capacity (reel incl.). Built-in film trimmer. Projects Super 8 film only. Mail. $9 monthly.

ASS J 4139W. (36 lbs.)	Outfit 199.50
ASS J 4137M. (6 lbs.)	Camera Only 64.95
ZSS J 3022M. (3 lbs.)	Camera Case 8.95
ASS J 4128. (16 lbs.)	Projector Only 89.50
SS J 3003. (10 oz.)	Projection lamp 4.75
ZSS J 3401. (1 lb.)	Pkg. 4 batteries. Pkg. 1.75

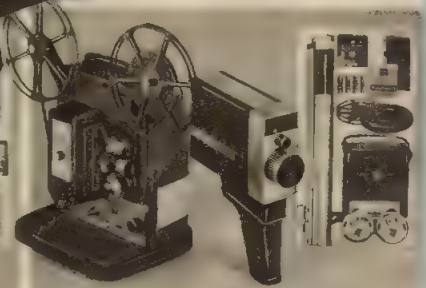


Crestline Super 8 Outfit

SAVE $10.50 **93.50**

THE CAMERA—automatic electric eye sets exposure. Fast f/1.8 lens. Battery-powered film drive—no need to wind. Dim-light warning. Built in "A" conversion filter. Uses Super 8 film only.
THE PROJECTOR—automatic reel to reel threading. Swingline focusing. 1:1.4 lens and 150W bulb with 500W brilliance. 400-ft. reel capacity (reel incl.) UL-approved. Super 8 film only.
OUTFIT: camera, case, projector, screen, film cartridge, light bar with lamps, 4 batteries. Available $8 monthly.

ASS J 4148W. (26 lbs.)	Complete Outfit 93.50
ASS J 4105M. (4 lbs.)	Camera only 42.95
ASS J 4141. (14 lbs.)	Projector only 44.95
SS J 3003. (10 oz.)	Projector lamp 4.75
ZSS J 3022M. (3 lbs.)	Camera case 8.95
ZSS J 3401. (1 lb.)	Pkg. of 4 batteries. Pkg. 1.75



Keystone Super 8 Outfit

SAVE $14.05 **149.50**

THE CAMERA—features CDS automatic exposure meter; f/1.8 fixed focus lens. Battery powered film drive. Built-in pistol grip, type A filter and battery tester. Uses Super 8 film only.
THE PROJECTOR—1:1.3 Magnascope lens and 150W bulb with 500W brilliance for needle-sharp images. 400-ft. reel capacity. Forward, reverse, still controls. Projects Super 8 film only.
OUTFIT incl. camera, case, projector, screen, light bar with lamps, film cartridge, batteries, book. Mail $7 mo.

ASS J 4177W (38 lbs.)	Complete Outfit 149.50
ASS J 4167M (6 lbs.)	Camera only 69.95
ASS J 4198. (18 lbs.)	Projector only 69.50
SS J 3003 (10 oz.)	Projector Lamp 4.75
ZSS J 3022M (3 lbs.)	Camera case 8.95
ZSS J 3401 (1 lb.)	Pkg. of 4 batteries. Pkg. 1.75

Referee drops puck for "face-offs"

Red light flashes when you score

$12.66 without batteries

Play your team against any of 5 opponents

Canadian Hockey

With 36 players

Fast-action play on big 36x21-in. rink with curved and "S" shaped slots. Sideline scoring bumpers rebound puck. Spring-loaded shooting goalies knock puck away from nets. Overhead scoreboard, face-offs; 3 pucks—plain, roller, magnetic. Metal puck-controlling "men" and frame. Hardboard rink. Plastic legs. Order 2 "D" batteries.

79 N 2781 Shipping weight 12 pounds $12.66

79 N 4660—"D" Battery, Wt. each 4 oz. . . . . Each 16c; 4 for 60c

---

Hockey Master 2 teams, 28x16-inch rink

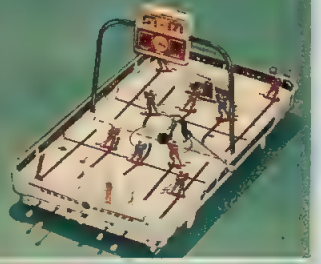
$6.99

Players move up and down the ice, waiting for the opportunity to ship the puck in for a score. Scoreboard and press box at side. 10 puck controllers. Positive steel gear drive. With 2 pucks—plain and magnetic. Metal frame, hardboard rink. Shpg wt 9 lbs.

79 N 2800 $6.99

National Hockey with 32x16-in. rink, lights, 2 teams and roving referee that can "face-off" anywhere

$9.99 without batteries



A forward brings the puck up the "ice." The metal defense and offense "men" move along curved slots. He sends pass to flanker, who then snaps it toward goal. But puck is blocked by spring action goalie. Overhead scoreboard. Metal frame, hardboard rink. Two pucks—magnetic and roller. Instructions. Order 2 "D" batteries above. Shpg wt. 9 lbs.

79 N 2791 . . $9.99

Shoot baskets from 16 spots on big 28x14-in. metal court

$7.66

Spring action levers let you shoot ball into basket with accuracy. Aim ball from any shooting spot, pull lever. Ball swishes through basket. Flippers allow for more accurate control. Basketball scores. Scoreboard on backboard. For two players. Shpg wt 7 lbs.

79 N 4496 $7.66

Shoot from 12 spots on fiberboard court

$3.88

Zip through action packed miniature basketball games. 20x12 inch playing surface. 6 lever controlled flippers let you sink shot from 12 different positions. One to six can play. Realistic backboards with scoring devices fold-down net baskets. Plastic basketball. Balls included. Shipping weight 3 pounds.

79 N 202C . . $3.88

Attractive assortment of big feature film stories, including
The Flintstones • Yogi Bear
Circus Parade • Old Timer Movies

Order now from your distributor or direct.

You'll enjoy BIG business
with these amazing

New Kind of Motion Pictures!
→ MAGIC MOVIES ←

easily run by any child from 2 to 12

at any time, anywhere in the home or car or on the bus or train—yes, even in bed.

No lights, bulbs, batteries, wires or electricity!

The characters and animal friends walk, run, jump, fly and do all sorts of things as they come and go across the magic screen.

Made by the makers of the famous

KOPEEFUN

Magic Copy Paper Kit

the BIG hit on TV in '64 and '65!

A proven seller in a new $1.98 size

Novel, new, different, entertaining and full of fun

Also available in a $1.00 size and the BIG Full-o-Fun $3.00 size with Art-so-fun and Mirro-fun.

Better have some soon for the TV demand.

EMBREE MFG. CO., BOX 678, ELIZABETH, N. J. 07207

Sh-h-h!...

hiding
under the
counter!

Bashful—and *So* New!

AT ROOM 1514—HOTEL NEW YORKER

Also Rm. 9—Basement Arcade—200 5th Ave.

MOLLYE & MEYER GOLDMAN
HAROLD LAZOW—HERBERT KANE—EMIL JUICK

●

Also Be Sure To See
PERKY®—PERKY PERT®—PERKETT®

With a Fabulous Trousseau
of Their Very Own.

All dolls dressed in exquisite clothes that only Mollye can design

COMPLETE LINE OF SHRINK PACKAGED CLOTHING

for teen age Dolls—
outstanding value
at $5.40 per doz.

M. G. M. SALES, INC.
239-241 Fairfield Ave.
Upper Darby, Pa.
PLanders 2-2411 ● CLearbrook 9-5131

POWERFUL PACKAGING means **SOLID SALES**

SEE IT NOW

Room 662
200 5th Ave.

AN EXCLUSIVE BY
CARTER
TRU 1-5 SCALE
ROCKFORD, ILLINOIS

STAPLE by CHEIN

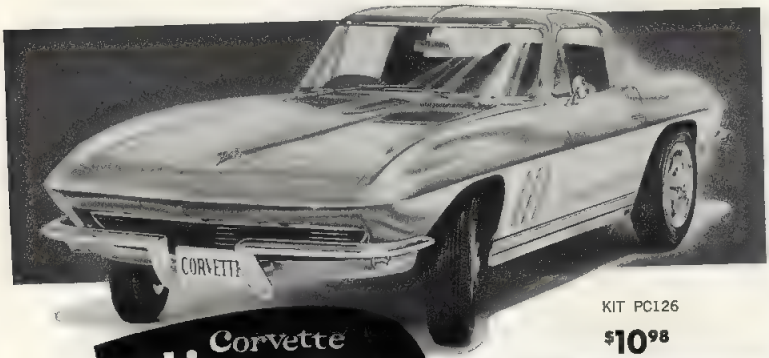
TOYS SELL... TOYS ARE PROFITABLE TOYS

J. CHEIN & COMPANY

SHOWROOM, RM. 228
200 - 5th AVE., N.Y.C.

OFFICES & FACTORY
BURLINGTON, N. J.

Big and Beautiful!
America's Only True Sports Car in a Magnificent New Model!



Corvette
Sting Ray
by MONOGRAM

KIT PC126

$10.98

In the Grand Manner • One-Eighth Actual Car Size
22 Inches Long • Fully Detailed Interior

This newest member of the Monogram family of big 1½ inch scale car models has caught every detail of the fabulous 1965 Corvette Sting Ray. Considered one of the finest Grand Touring Sports Cars in the world today, the model too, demands instant admiration. This is a kit for everyday selling plus big and profitable extra holiday gift sales. Same low price as Big "T", Jaguar and others in our big scale line.

This superbly detailed and authentic big scale model is our finest and most fascinating kit. Every line, every curve, of its beautifully aerodynamically styled body, down to the seat belts and other minute detail has been reproduced with a true-to-scale exactness which is possible only in this big scale and the traditional Monogram quality. We've put into it, all of the splendor the makers built into the original full size car and a lot of fine working features too.

Kit contains 189 parts—173 precision plastic parts—in Corvette blue, black, red, clear and chrome finish. Packaging is in king size full color boxes, compartmentized for self-selling display. All parts are protected under transparent plastic inner cover.

Because of its large size and many parts, production of the Sting Ray is necessarily limited. But this is one kit that every seller of hobby goods must have. We urge you to contact your distributor early.

Fascinating Operating and Other Features

•

Big Scale
One-eighth actual car size. Length 22 inches. Height 6¼ inches. Width 8¾ inches.

Simplified Construction
One piece molded plastic body in authentic body color. One piece chassis or underbody. Detailed suspension and disc brakes. Easy to put together. No painting required.

Operating Features
Hood raises and lowers. Retractable headlights on rotating panel—front open for nighttime—closed for daytime use.

Detailed Interior
Simulated upholstery, bucket seats, steering wheel, complete instrument panel and dash.

Window Insert
Thin, crystal clear, one piece window insert provides "glass" for all windows. Easy to install.

Detailed Engine
Big Corvette fuel injected engine with chromed parts and the last word in fascinating detail.

Steerable Wheels
Racing type Corvette wheels with semi-pneumatic, rubber-like whitewall tires. Adjustable for any steering position.

National Advertising • Displays
Free Promotion Materials

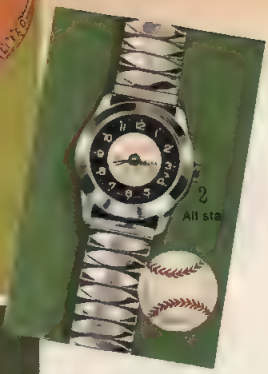
Three month national advertising program starts in September. Elaborate store display. Window and store posters, give-away circulars, etc., at no cost to dealers, with introductory orders.

Monogram Models, Inc. • Morton Grove, Illinois

Monogram
the NAME FOR Quality HOBBY KITS

A watch to suit a youngster's interest

TIME TEACHER WATCH Learn through corresponding colors. White hand matches hour, blue hand matches minutes. Color squares teach correct sequence. Chrome-plated metal case and expansion band. Shock resistant movement. Anti-magnetic.
X 644-0424 A—Shpg. wt. 4 oz. 7.47



1 & 2 BOYS' SPORTS WATCHES Both with chrome-plated metal cases, expansion bands. Shock resistant.

[1] With Miniature Football. Has autograph reproductions of famous players.
X 644-4251 A—Shpg. wt. 12 oz. 8.95

[2] With Regulation Size Baseball. Has autograph reproductions of stars such as Mickey Mantle. With baseball tips booklet.
X 646-0703 A—Shpg. wt. 10 oz. 8.95

BARBIE® WATCH. For your little girl. Popular character doll is colorfully pictured on face of watch. Gold-tone metal numerals and case. Blue enamel border around face. Blue leather strap. Case with non-corroding metal back.
X 644-0283 A Shpg. wt. 3 oz. 8.95

3 to 7 CHILDREN'S WATCHES WITH FICTIONAL CHARACTER MOTIFS. Shock-resistant movement. Silver-color metal top cases, non-corroding metal backs. Gift boxed. We pay postage on these watches.

[3] Snow White Watch. Ceramic Snow White figurine. Leather strap.
X 644-4418 A 6.95

[4] Cinderella Watch. Ceramic Cinderella figurine. Pink leather strap.
X 644-7965 A..... 6.95

[5] Mickey Mouse Watch. Ceramic figurine of Mickey Red leather strap.
X 644 4426 A . 6.95

[6] Alice in Wonderland Watch. Ceramic figurine. Pink leather strap.
X 644 4285 A 6.95

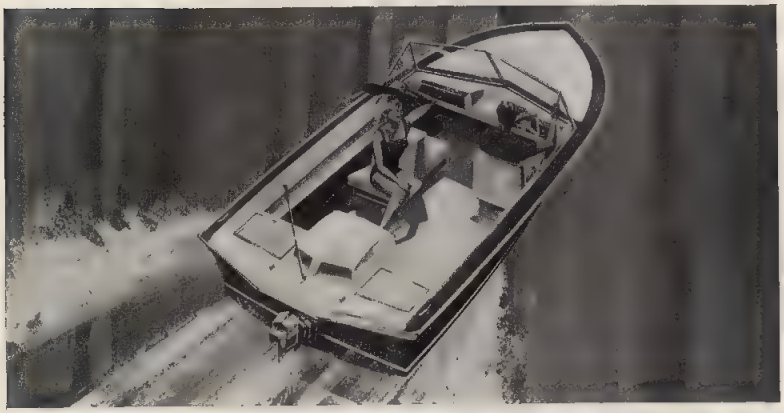
[7] Zorro Watch. Displayed on felt replica of Zorro's hat. Watch with decorative black leather band. Will delight any boy.
X 644-4483A 6.95

'65 Chris-Craft Corsair

rates big on the things you buy a boat for

NEW FAST-MOVING TRANSDRIVE® POWER PLANTS. Corsair is the industry Transdrive pacesetter because it's built for high-stepping, high-efficiency Transdrive power. You get more responsive handling . . . 4-cycle fuel economy . . . more cockpit room . . . and the prestige of inboards.

FAMED FLOTATION SECURITY. Why settle for less than Corsair's exclusive "sandwich" safety type hull? Engineered of high density foam and balsa wood core between strong fiberglass laminates. This means incredible built-in buoyancy and very quiet ride.



Corsair for '65 gives you an extra helping of spirit, comfort and debonair new look inside and out. The new Corsair is a mover, too! Transdrive power is the fast answer . . . paced by hold-on-to-your-hats 120 h.p. in a new XL 160 Sportster shown above.

Traditional Chris-Craft values and extras still have the emphasis. This is the year to go Corsair. Choose from five new Transdrive models 16 to 20 ft. — four new Outboards 15 to 17½ ft. They're close by — at your Corsair dealers.

SWEETER GOING SEA-V LAPSTRAKE HULL for extraordinary steady speed and stability — new steering agility.

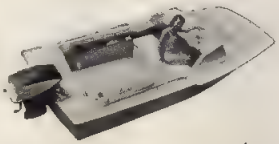
RACIER, ROOMIER DESIGN with bold beautiful interiors, accented by luxury walnut trim.

RESALE VALUE STAYS UP when you're ready to trade.

BUILT BETTER — BACKED BETTER. See your Corsair dealer and learn about Chris-Craft's outstanding warranty policy.

JUST OUT! XL 200 INBOARD. *Sleek and sporty! 185 h.p. Chris-Craft V-8 proven power plant. SEA-V lapstrake hull for a soft and stable ride even in moody open water. 40 gallon gas tank for added peace of mind. Ask to see the Corsair inboard.*

All-new Jolly Boat for out-and-out fun lovers



See Corsair '65 at the New York Boat Show Booth A-36.

Corsair

For a colorful brochure, write Dept. B
INDUSTRIAL PARK • CORTLAND, NEW YORK

BEST FROM WESTCLOX

KEYWOUND ALARM CLOCKS ...all featuring a shatterproof crystal... sweep alarm indicator... and a single key to wind both time and alarm

NOTICE—Westclox clocks and watches are sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order.

◀ **Big Ben Alarm**

BIG BEN—Elegant, dependable, enduring. World's most famous alarm now excitingly styled in smart oval design. Adjustable loud-soft alarm. Quiet tick, quiet wind. Louder alarm, longer alarm. White cased models feature solid brass trim and keys; black cased models feature nickel trim and keys. 4½" high.

	Retail
2367N569—Black Plain	$7.98
2368N641—Black Luminous	8.98
2369N569—White Plain	7.98
2370N641 -White Luminous	8.98

Baby Ben Alarm ▶

BABY BEN—Smartly styled in modern oval design. Adjustable loud-soft alarm. Quiet tick, quiet wind. Louder alarm, longer alarm. White cased models feature solid brass trim and keys. Black cased models feature nickel trim and keys. 3 5/16" high.

	Retail
2371N569—Black Plain	$7.98
2372N641—Black Luminous	8.98
2373N569—White Plain	7.98
2374N641 -White Luminous	8.98

BIG BEN

AMERICA II—Easy to read luminous dial. All metal case with satin finish gold color trim. New thin profile. Convenient top alarm shut-off. 4½" high.

	Retail
2376N355—Ivory Luminous	$4.98
2376N356—Cordovan Lum .	4.98

BEN ELECTRIC—Beautiful new oval styling. All metal case with solid brass trim. Cushioned base. Sweep second hand, sweep alarm indicator. Shatterproof crystal. 4½" high.

	Retail
2384N356—White Luminous	$5.98

TANGIER ELECTRIC—Soft bell tone rails gently for ten minutes. Is followed by distinct buzzer. Rich gold toned grille feature. Luminous dial, sweep second hand. 3¾"x5⅞".

	Retail
2385N936—White Luminous	$9.98
2385N936—Brown Luminous .	9.98

DROWSE ELECTRIC—Alarm with exclusive sleep-selector. Wakes you gently with tone chimes. Lets you go 10 minutes extra sleep. Then wakes you again. 3½" high.

	Retail
2387N459—White Luminous	$6.98
2388N355—Sandalwood	5.98

STANTON "NO-CORD" WALL CLOCK. Up to one year of time signal accuracy on a standard flashlight battery. Artful design features easy-to-read black numerals on arctic white metal case. Flush mounting 9" diameter.

	Retail
2389N667—White .	$9.95

The New Crown Line of 17 and 21 Jewel Movement Westclox Wrist Watches

800W997 — 17 Jewels. Gold color case. Black numerals on striking silver grained background. Black cord

Retail $14.95

801W1985—21 jewels. Elegantly styled rhodium finish. Raised diamond cut numerals and markers on radial brushed silver background. Stainless steel full expansion band.

Retail $18.95

802W1130—17 Jewels. Rhodium finish faceted crystal. Raised diamond cut numerals and markers on rich silver grained background. Stainless steel full expansion band

Retail $18.95

803W1836—31 Jewels Distinguished Florentine gold color case and matching full expansion band. Raised diamond cut numerals and markers on radial brushed silver background

Retail $19.95

804W1197—17 Jewels. Gold color case. Waterproof. luminous dial, sweep second hand. Raised diamond cut numerals and markers on radial brushed silver background. Matching full expansion band Ret. $17.95

805W997—17 Jewels. Chrome plated case. Waterproof, luminous dial, sweep second hand. Raised diamond cut numerals on radial brushed silver background. Matching full expansion band

Retail $14.95

TYMETER ELECTRONICS—PENNWOOD NUMECHRON CLOCKS

EASY TO READ—"TIME AT GLANCE"

TELE-VISION

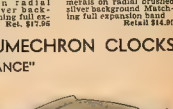
1904N703—Attractive clock in miniature TV shape plastic case in Walnut. Gold trimmed video screen with luminescent face relieves eyestrain. Has independent light and switch, comforting as a night light in bedroom or nursery. 5¼" high, 6" wide

Retail $11.95

EXPLORER

2369N1283—Electric Clock—Metal case is polished satin gold with fine grained walnut wood ends. Matching metal escutcheon frames dome-shaped full vision window that glows in the dark. Size Height 2⅞", Width 7¾", Depth 3⅝"

Retail $22.50



ESSEX TYMER or SATELLITE TYMETER

2027N703. Ideal for living room, den, office or bedroom. Plastic case in Rosewood V-shaped design features a distinctive grille at the top finished in gold, with lower half in giolite and panel in the door. Numerals framed with 2 ft giolite window fra ne 11", 4", Width 13 3/16". Available Ebony or Walnut Specify.

Retail $13.95

2230N703. A remarkable electric clock. Accurate, precise, direct reading time at a glance." Plastic case, recessed 3-D face with attractive grill. Colorama numerals permanently framed. Full windshield type window enclosure. Available in Ebony or Walnut Specify. 11 4", W 7⅞", D 3 5/16".

Retail $11.95

Club Aluminum

BLACK MAGIC TEFLON®

NOTICE! "Black Magic" Teflon is sold by us only to retailers for resale or sold by us only for awards, premiums or prizes on a bona fide purchase order

New process bonds lustrous turquoise porcelain to the outside, satiny black Teflon to the inside. Cleans easily inside and out.

Scientifically cast to spread heat quickly, evenly to sides, top and bottom. Feeds cook the "waterless" way in their own natural juices—are perfectly delicious every time! Low heat cooking saves fuel.

Distinctive magic circle button — colorful, decorative when you hang your utensil. Better heat conductivity on both gas and electric range heating units.

Cook without fats or oils . . . no sticking or burning onto the pan! Preserve natural taste and have lower calorie-cholesterol count. Or cook with fats if you wish, for flavor. Swish the pans clean with cloth or sponge . . . no scouring ever! Special spatula furnished with each Fry Pan and Chicken Fryer; spoon with Saucepans; fork and spoon with Dutch Oven

	OPEN STOCK	Retail
(A)	9752H430—6¾" Open Fry Pan	$ 6.45
	9753H530—8¼" Open Fry Pan	7.95
	9754H663—10" Open Fry Pan	9.95
(B)	9755H663—1 Qt. Cov. Saucepan	9.95
	9756H797—1½ Qt. Cov. Saucepan	11.95
	9757H863—2 Qt. Cov. Saucepan	12.95
(C)	9758H997—3 Qt Cov. Saucepan	$14.95
(D)	9759H997—10" Cov Chicken Fryer	14.95
	9760H1198—12" Cov Chicken Fryer	17.95
(E)	9761H1198—4½ Qt. Cov. Dutch Oven	17.95

ROYAL DRU HOLLAND

PORCELAINIZED COOK AND SERVE WARE

FIESTA COOK AND SERVE WARE

From Freezer . . . To Range . . . To Your Table . . . All in the same lovely dish! Cast iron construction to retain heat and flavor. Permanently porcelainized finish for ease of cleaning—From Holland.

WHITE	BLUE	YELLOW	Retail
9116H597	9060H597	9061H597—9" Square Oven Dish	$ 8.95
9114H863	9438H863	9439H863—2½ Qt. Cov. Oval Baker	12.95
Unavail.	2528H997	8668H997 3 Qt. Cov. Oval Baker	14.95
9112H730	9531H730	9532H730—1½ Qt. Cov. Round Casserole	10.95
9113H797	9440H797	9441H797—2 Qt. Cov. Saucepan	11.95
Unavail.	9108H863	9109H863—3 Qt. Cov. Saucepan	12.95
9442H663	8791H663	8792H663—2 Qt. Whistling Tea Kettle	9.95
9115H663	9443H663	9444H663—14" Open Oval Dish	9.95

Petit Gourmet Set

5 Piece Set. 1¼ Qt. Covered Oval Baker 1 Qt. Covered Saucepan and 6½" Fry Pan with metal handle. Available in Blue and Yellow only.

9106H1530—Blue	Retail	$22.95
9107H1530—Yellow	Retail	22.95

Starter Set

6 Piece Set. 2¼ Qt. Cov. Oval Baker. 1½ Qt Cov Saucepan, 9½" Fry Pan, metal hand e 10" Open Oval Dish Available in B ue and Yellow only

8793H2463—Blue	Retail	$36.95
8790H2463—Yellow	Retail	36.95

GLAMOROUS—for most festive occasions . . . PRACTICAL—for everyday use. The gleaming non-porous surface cannot absorb food colors or flavors, stays bright without polishing. Extra heavy gauge steel, which gives durability and even heat distribution.

		Retail
(A)	9064H597—8 Cup Percolator	$ 8.95
	9435H397—3 Cup Percolator (not illustrated)	6.95
	9436H510—4 Cup Percolator (not illustrated)	7.69
(B)	8480H463—8" Skillet	6.95
	8481H597—10" Skillet	8.95
(C)	8864H397 1 Qt. Tea Kettle	9.95
	9437H530 2 Qt. Tea Kettle	7.95
(D)	9063H930—3 Qt. Cov. Dutch Oven	13.95
	9068H663—1¾ Qt. Cov. Shal. Casserole (not illus.)	9.95
	8489H730—3½ Qt. Cov Casserole (not illustrated)	10.65
(E)	8478H597 11- Qt. Cov Saucepan	8.95
	8479H730—2½ Qt. Cov Saucepan	10.95
(F)	8484H863—10" Cov Chicken Fryer	12.95
	8483H663—8" Cov. Chicken Fryer	9.95

Fiesta Starter Set

9320H1263 A new three piece set consisting of 6¾" Skillet. 1½ Qt. Cov Casserole and 32 oz. Tea Kettle. Casserole cover fits Skillet Gift Boxed Ship wt 10 lbs.

Retail $18.95

On the SELLING Side / A Profile

Wally Seidler

WALLY SEIDLER, vice-president of the Edward S. Kellogg Company, Los Angeles, is an advertising executive who has gained a national reputation in the toy field, especially in television merchandising. Aptly described as genial, Wally is a breezy, wiry man bearing little resemblance to the Madison Avenue stereotype save in his predilection for gray suits. He closes his office door on his professional life at the end of a normal business day and devotes the rest of his time to family activities, which center on Scouting and outdoor recreation. "I'd go crazy if I didn't," he explains succinctly.

Perhaps because he is a product of the era of mass communications with a broad background in radio, Wally is particularly concerned with the most effective use of TV in merchandising. Since 1959 he has handled the Pensick & Gordon account and directed its successful "Treasure Chest" promotion. In 1961 he inaugurated the "TV Toy Seminar" for them as a means of informing the retailer of the pre selling efforts of the manufacturers through television commercials. This has become an annual event which has aroused wide interest among toy manufacturers across the country.

Armed with a film projector, Wally spends three evenings a week during the period from September 15 through November meeting with retailers and their sales staffs, reviewing the current commercials that the public is seeing, explaining their purpose, evaluating their effectiveness, and soliciting the retailers' reaction through a ballot vote. Last year some 2,000 sales personnel attended these sessions from the Los Angeles, San Bernardino, Santa

(Continued on page 130)

MAKE SALES-STOCK CORGI

EUROPE'S TOP-SELLING MODELS ARE FAST BECOMING AMERICA'S FAVORITES!

FERRARI 'BERLINETTA' 250 LE MANS

Superbly made, with opening rear engine cover, detailed engine petrol tanks, spare wheel spoked wheels, twin exhaust pipes, steering wheel, moulded interior and Gildamatic spring suspension. Length 3¾ ins. No. 314. Price $1.75

Exciting new features, realism and supreme quality make Corgi the pace-setters in metal die-cast scale models. With two or more new models every 30 days you'll enjoy consistent profits *throughout the year*. And with Corgi you get first class dealer service and full mark-up—no discounting.

Distributors:

REEVES INTERNATIONAL INC. 1107 BROADWAY, NEW YORK 10, N.Y.

SOME OF THE BRILLIANT WORKING FEATURES ON CORGI MODELS

- Opening hood, trunk and doors
- Jewelled Headlights
- Trans-o-Lites—Beams without batteries!
- Controlled Steering
- Opening Windows

CORGI TOYS
TRADE MARK REGISTERED
PRECISION DIE-CAST SCALE MODELS

Craft Master®

SCULPTURED WALL PLAQUES

with rich walnut and gold-finish wood frames

12" x 36" DIMENSIONAL WALL PLAQUE NUMBERED OIL PAINTING KITS

You're the proud artist!

An entirely new concept in wall plaques! Each design in this splendid series by Craft Master is rendered with all the perfection of a sculptor's chisel . . . mounted upon a luxurious, velvety background, and all ready for you to enliven with fascinating color . . . by number! *Each kit comes with 12" x 36" wood frame in rich walnut and gold finish.*

Suggested Retail For Each Kit

$10.00 EACH

FOR 6 SCULPTURED SUBJECTS AND PACKAGE CONTENTS SEE OVER

CRAFT MASTER CORPORATION
TOLEDO, OHIO • STRATHROY, ONTARIO

SCULPTURED WALL PLAQUE KITS

by

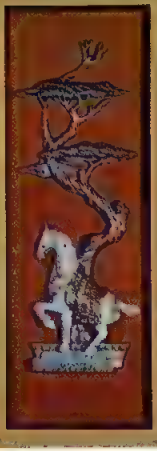
Craft Master

a new paint-by-number technique with dimensional beauty in 12" x 36" wall plaques

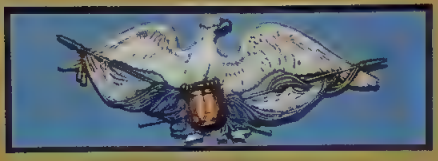
SWP-1001
TOREADOR

SWP-1004 CORNUCOPIA

SWP-1003
HARLEQUIN



SWP-1002
MING HORSE



SWP-1005 AMERICAN EAGLE

NUMBERED OIL PAINTING KITS WITH RICH WALNUT AND GOLD FINISH FRAMES

SWP-1006 ROYAL COACH

STOCK THE FULL LINE FOR FAST TURNOVER AND INCREASED PROFITS

SEE OVER

Suggested Retail For Each Kit

$10.00 EACH

PACKED: 3 to carton
WEIGHT: 23 lbs.

EACH KIT CONTAINS:

One large, dimensional molded subject, assorted artists oil paints in screw-top jars, antique gold finishing paste, artist's brushes, velvet-soft 12" x 36" background panel, 12" x 36" wood frame with walnut and gold finish, assorted trim materials and complete instructions including numbered reference guide sheet.

CRAFT MASTER CORPORATION • TOLEDO, OHIO • STRATHROY, ONTARIO

Printed in U.S.A. 1164

An exciting new art form with that professional look

Velvet Painting

by Craft Master

ON GENUINE VELVET

NUMBERED OIL PAINT SET

with 12" x 16"

Sculptured Frame

SPECIALLY DESIGNED TO FIT AND ACCENT YOUR DRAMATIC PAINTING ON REAL VELVET

This dramatic concept . . . the combination of rich oil colors on luxurious velvet produces artistic effects that amaze all with its professional quality. So easy to do. A touch of color here . . . a highlight there and presto . . . VELVET PAINTING.

Suggested Retail **$7.00**

Contents.
One- 12" x 16" pre-planned velvet panel / one- 12" x 16" hand-finished sculptured frame / Pre-mixed oil colors / Brushes / Brush cleaner / Complete instructions.

VP-700 — 12 Subjects
Packed: 6 Per Carton
Weight: 25 lbs.

Craft Master *"the art of creative relaxation"*

CRAFT MASTER CORPORATION • TOLEDO, OHIO • STRATHROY, ONTARIO

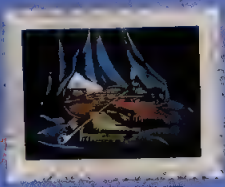
Select from 12 dramatic subjects on real velvet

VP-700

Velvet Painting

NUMBERED OIL PAINT SET
GENUINE VELVET

including 12" x 16"
Sculptured Frame


VP-701 VIOLIN STILL LIFE

VP-702 MANDOLIN STILL LIFE

VP-710 SPANIEL PUPPIES

VP-711 "TIGER" KITTENS

VP-703 VAGABOND CLOWN

VP-704 STILL LIFE WITH PLATE

VP-705 STILL LIFE WITH WINE GLASS

VP-706 KENTUCKY STALLION

VP-707 MARE AND COLT

VP-708 MANDARIN

VP-709 INDIAN CHIEF

VP-712 PENSIVE CHIMP

Craft Master. *"the art of creative relaxation"*

CRAFT MASTER CORPORATION • TOLEDO, OHIO • STRATHROY, ONTARIO

CASTING LURES

CREEK CHUB JOINTED PIKIE MINNOW

Floater lure with jointed body. Runs medium deep on retrieve. Treble hooks. Length, 2¼". Weight, ⅛-ounce.

Retail, $1.35

(240 945) 9402 - Redhead
(240 960) 9419—Frog
(240 986) 9430—Black and orange spots
(241 000) 9433 Shad

Order by number . . Each, **AD**

1 in a box. 12 in a carton.

HELIN FLATFISH

Standard underwater. The one indispensable. Flatfish. Cast or trolled, preferably with a weight pinched on line 12" ahead of the lure. Far outcasts anything heretofore developed. 3¼" long. ⅓ ounce. No. 8 hook.

Retail, $1.75

D 104 182) U20-FR—Green frog imitation
D 104 208) U20-BL—Black, orange spots

Order by number . . . . . **Ea, DYB**

One in a box; 12 in a carton—weight, 8 ozs.

Fly rod model. A bait designed to do everything that can be possibly expected of a lure this size. Can be trolled or cast with a fly rod. Weighted on your leader for bait or trolling. Not weighted for fly rod work. Floats when at rest. Floats down stream, retrieve against.

Expert. Two No. 9 treble hooks. 2¾" long.
D 437 012) X5-OR - Orange
D 437 038) X5-YE - Yellow
D 437 053) X5-FR - Green frog imitation
D 437 079) X5-BL - Black, orange spots
D 437 095) X5-SC - Scale, natural
D 437 111) X5-PS - Perch scale

Order by No. Retail, $1.75 . . **Ea, DYB**

Fly-Rod. Two No. 10 treble hooks. 2¼" long.

D 104 026) F 7 OR Orange
D 104 042) F 7-YE Yellow
D 104 067) F 7 PS Perch scale
D 436 998) F7-SC - Scale, natural

Order by number . . . . . **Ea, AD**

Fly rod. Two No. 12 treble hooks. 2" long.
D 436 931) F6-OR - Orange
D 436 956) F6-SC - Scale, natural
D 436 972) F6-PS - Perch scale
D 103 903) F6-FR - Green frog imitation
D 103 960) F6-Y - Yellow
D 103 929) F6-BL - Black, orange spots

Order by No. Retail, $1.35 . . . . . **Ea, AD**

One in a box; 12 in a carton—weight, 4 ozs.

SHADRAC JUMP BAIT

Body contour especially designed for jump-bait fishing. Floats about the same angle as a sunning minnow and is jumped with a sharp snap of the rod tip. Also effective as top-water bait. For bass and other game fish. 2¾" body. Weight, 1 3-ounce. Size 6 plated treble hooks.

Retail, $1.25

(153 528) 2004 Spot Tail

Order by number. . . . . **Each, LB**

1 on a card. 6 in a box.

PICO PERCH

This lure has built-in action, lifelike look and fish catching results. For spin, casting, or troll. An original sound producing lure.

Chico. ¼-ounce. 2½" long. 2 treble hooks.

Retail, $1.25

(106 526) C 31—Red head
(106 542) C 32—Golden shiner
(106 583) C 35—Mullet scale
(106 625) C 39—Green shad

Order by number . . . . . **Each, LB**

Individually boxed; 12 in a carton—weight, ½ pound.

Pico perch. ½-ounce. 2¼" long. 2 treble hooks.

Retail, $1.25

(103 382 T 1—Red head
(103 408 T 2—Golden shiner
(103 424) T 3 Blue eye pearl
(103 440 T 5 Mullet scale
(103 465 T 6—Rainbow
(103 481 T 9—Green shad

Order by number . . . . . **Each, LB**

Individually boxed; 12 in a carton—weight, ¾ pound.

TALE-SPINNER LURE

Burke's, Tale-spinner lure made of foam plastic, that has the live minnow feel. A top-water lure with turbo-spin bearing propeller to give instant action on slowest retrieve. Weight, ⅞ ounce.

(305 792) 2011P - Perch
(305 818) 2011RH - Red head
(305 834) 2011BC - Brown chub
(305 859) 2011GF - Frog green
(305 875) 2011RS - Red snapper
(305 891) 2011BD - Black dace

Order by no Retail, $1.60 . . **Ea, ZF**

6 on a display card

#2 12/15. 64

CASTING LURES

BABY CRIPPLED KILLER

Phillips. Hollow tenite plastic body with counter revolving propellor blades. Size 8 treble hooks. Length, 2".

Weight, 1/8-ounce

(584 961) CC208 - Black
(584 987) CC209 - Frog
(585 000) CC210 - Yellow perch
(585 026) CC219 - Shad
(585 042) CC222 - White-red stripe
(585 067) CC224 - White-black stripe

Order by number. Retail, $1.35 . . . Each, AD

Weight, 1/4-ounce

(585 083) CC308 - Black
(585 125) CC309 - Frog
(585 349) CC322 - White-red stripe
(585 380) CC324 - White-black stripe

Order by number. Retail, $1.35 . . . Each, AD

1 in a box. 12 in a carton.

BUG-N-BASS

Buckeye. Designed to be fished as top water lure. Short popping action with rod will produce best results. Will turn on side when retrieved too fast. Weight, ⅓ ounce.

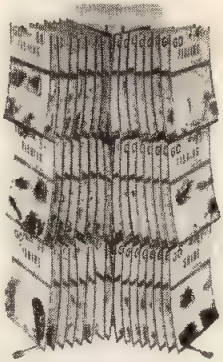
Retail, $1.35

*746 842) BNB1 - Bass, brownish green
*746 123) BNB4 - Rainbow trout
*746 487) BNB6 - Perch, green with brown
*746 941) BNB7 - White coach dog
*746 883) BNB8 - Black with silver rib
*745 844) BNB11 - Crappie, light black

Order by number . . . . . Each, AD

12 in a box

BAIT ASSORTMENT



Counter and shelf rack with an assortment of baits and hooks on a display card with hanging hole.

(150 060) 88 Display rack with an assortment of 72 cards of baits and hooks. 8 cards of each listed below. Each card with Retail 88c Each, NADB

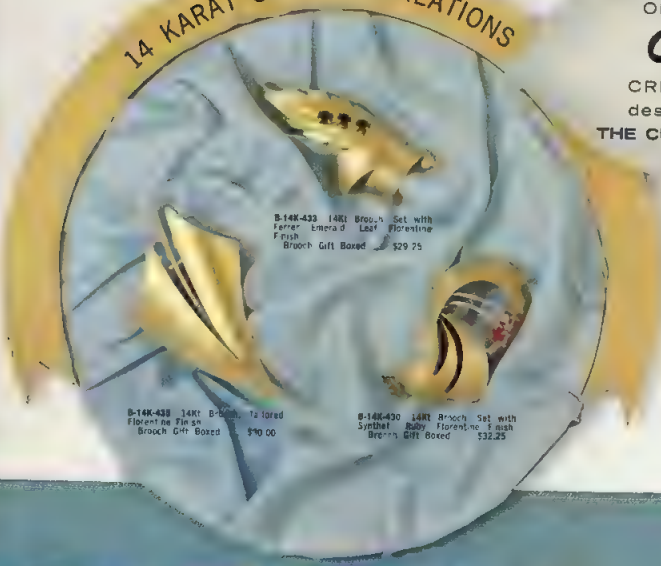
Packed in 1 carton—weight, 20 pounds

Contents of assortment:

No. of Cards	No.
8	H5 Treble hooks (20 per card)
8	P3 Flat spin-cast lure (2 per card)
8	P4—Swimming spin-cast lure (2 per card)
8	P5- Spin-cast plugs (3 per card)
8	P6—Casting plug (2 per card)
8	F1 Flies (14 per card)
8	B2—Rubber leg popper (4 per card)
8	S1 —Hackle spinner (2 per card)
8	M4—Casting spinners (4 per card)

14 KARAT ORIGINAL CREATIONS

ORIGINAL
Curtis
CREATIONS
designed by
THE CURTMAN CO.



B-14K-433 14Kt Brooch Set with Ferrer Emerald Leaf Florentine Finish
Brooch Gift Boxed $29.75

B-14K-438 14Kt Brooch Tailored Florentine Finish
Brooch Gift Boxed $10.00

B-14K-430 14Kt Brooch Set with Synthetic Ruby Florentine Finish
Brooch Gift Boxed $32.25

BR-G 587 1/20 12K Gold Filled, Hand Made Filigree Set with Five Genuine Onyx Stones
Bracelet Gift Boxed $18.00

BR-G 587 1/20 12K Gold Filled, with Ten Genuine Cultured Pearls and Twelve Florentine Meta Beads
Bracelet Gift Boxed $18.50

PG-590/E 1/20 12K Gold Filled Hand Made Filigree Set with Cultured Pearls
Set Gift Boxed $13.00
PG-550 Pendant Boxed 6.50
EG-550 Earring Boxed 8.00

PG-523 E 1/20 12K Gold Filled Hand Made Filigree Set with Genuine Jade Stones
Set Gift Boxed $17.00
PG 523 Pendant Boxed 7.25
EG 523 Earring Boxed 11.00

BR-G-137 1/20 12K Gold Filled, with Five Cultured Pearls and Six Florentine Meta Beads
Bracelet Gift Boxed $8.65

PG-499/E 1/20 12K Gold Filled, Set with Cultured Pearls Florentine Finish
Set Gift Boxed $10.25
PG-499 Pendant Boxed 4.50
EG-499 Earring Boxed 6.75

PG 500/E 1/20 12K Gold Filled, Set with Cultured Pearls Florentine Finish
Set Gift Boxed $10.25
PG 500 Pendant Boxed 4.50
EG 500 Earring Boxed 6.75

BR-G-603 1/20 12K Gold Filled with Ten Cultured Pearls and Twelve Florentine Meta Beads
Bracelet Gift Boxed $9.50

All Gold Filled Items Available in Sterling Silver
Prices Keystone Tax not included

ORIGINAL

Curtis

CREATIONS

designed by

THE CURTMAN CO.

CB 114/E 1/20 12K Gold Filled, Set with Selected Hand Carved 30m/m Cameo
Set Gift Boxed $29.25
CB 114 Brooch Boxed 15.75
E 114 Earring Boxed 14.00

CB 5821/E 1/20 12K Gold Filled, Set with Selected Hand Carved 25 m/m Cameo Hand Engraved Florentine Finish
Set Gift Boxed $28.50
CB 5821 Brooch Boxed 14.25
E 5821 Earring Boxed 14.75

BG-485 1/20 12K Gold Filled with Two Cultured Pearls, Hand Engraved Florentine Finish
Brooch Gift Boxed $12.00

BG-487 1/20 12K Gold Filled with One Cultured Pearl Hand Engraved Florentine Finish
Brooch Gift Boxed $10.95

All Gold Filled Items Available in Sterling Silver
Prices Keystone Tax not Included

BG-493/E 1/20 12K Gold Filled with One Genuine Myanmar Jade Leaf Hand Made Filigree.
Set Gift Boxed $30.50
BG-493 Brooch Boxed 17.25
EG-493 Earring Boxed 13.50

BG-843 1/20 12K Gold Filled, with Three Cultured Pearls Hand Engraved, Florentine Finish
Brooch Gift Boxed $12.75

BG-593/E 1/20 12K Gold Filled, Set with Three Cultured Pearls and One Genuine Onyx Flower
Set Gift Boxed $45.00
BG-593 Brooch Boxed 21.75
EG-593 Earring Boxed 24.00

BG-460/E 1/20 12K Gold Filled Set with Three Cultured Pearls Hand Made Filigree
Set Gift Boxed $16.65
BG-460 Brooch Boxed 9.75
EG-460 Earring Boxed 7.50

DAISY MANUFACTURING COMPANY, DEPT. T

LEVER ACTION CORK RIFLE

Western style carbine - Shoots captive corks, metal barrel receiver - wood grain stock - 23-inches long.

Stock No.	Mfg.No.	Wt.ctn-	Each
487-991	B56	42 lbs	$0.98

Seventy-two in a carton

DAISY CORK PUMP GUN

Pump action cocks gun - Shoots captive corks. Wood grain forearm - Length-30-inches-

Stock No.	Mfg.No.	Wt.ctn-	Each
488-130	C58	36 lbs	$1.98

Thirty-six in a carton

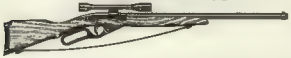
SPORT TRAINER RIFLE

Shoots tapered corks or poppin bullets. Lever action. Hard-wood Monte Carlo stock. Ventilated rib. Full sling. 26 inch long.

Stock No.	Mfg.No.	Wt.ctn.	Each
488-924	626	9 lbs	$1.98

Six in a carton

SPORT TRAINER RIFLE



Shoots tapered corks or poppin bullets. Lever action. Hard-wood Monte Carlo stock. Ventilated rib. Play scope & 30 in-long.

Stock No.	Mfg.No.	Wt.ctn.	Each
488-973	631	11 lbs	$2.49

Six in a carton

SPORT TRAINER RIFLE

Shoots tapered corks or poppin bullets. Sport rifle with play scope. Monte Carlo stock with extended fore-arm. Ventilated rib. Adjustable sling. 32-inches long.

Stock No.	Mfg.No.	Wt.ctn.	Each
488-981	633	12 lbs	$2.98

Six in a carton

RICHOCHET SMOKE PLAY GUN

Old West styling, realistic richochet whine, loud bang and smoke, heavy steel barrel, forearm, receiver. Simulated engraving. Wood grained stock. 31-inches long.

Stock No	Mfg.No.	Wt.ctn-	Each
476-986	DM660	17 lbs	$4.98

Six in a carton

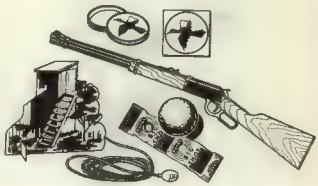
AUTOMATIC SMOKER

Loud bang, lots of smoke, heavy steel metal parts. Wood grain stock, 31 inches long-

Stock No.	Mfg.No.	Wt.ctn-	Each
471-045	DM960	12 lbs	$3.49

Six in a carton

INDOOR SKEET GAME



Complete outfit for safe fun - Daisy-CB gun, 50 cal.ball repeater, skeet house with remote foot release, flying-target with game bird figures - Supply of CB-(cork ball) ammunition also instructions.

Stock No.	Mfg.No.	Wt.per ctn-	Each
476-085	1913	33 lbs. /14 ozs.	$10.00

Six in a carton

DAISY MANUFACTURING COMPANY,

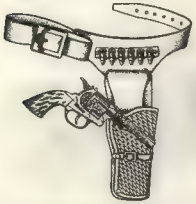
SONIC GUN SET

Shoots mysterious shock waves across room and scores on Jumbo target. Requires no ammunition. 30-inch Sonic gun & jumbo target.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-999	1916	15 lbs.	$ 4.98

Six in a carton

HOLSTER SET-SINGLE

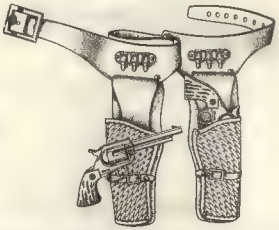


Spitting image styling, popular single holsters and belts of genuine tooling saddle and buff leathers, play bullets, bullet keeper, deluxe buckle, pocket strap, leg ties, bright metal cap gun. 250-shot repeater. 10¾-inches long/Stag grips.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-940	7022	18 lbs.	$ 2.98

Twelve in a carton

HOLSTER SET-DOUBLE

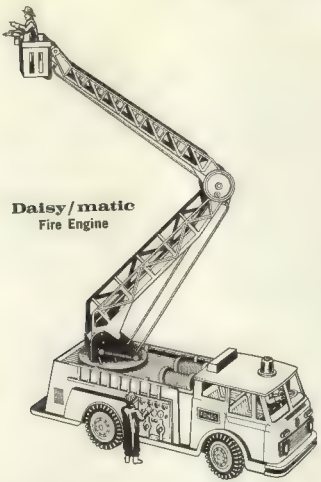


Genuine tooling saddle and buff leather holsters & belt, rig has deluxe buckle, play bullet keepers, pocket strap/leg ties. 250-shot repeating cap pistol/ bright metal/ strap grip

Stock No.	Mfg. No.	Wt. ctn.	Each
489-013	8043	12 lbs	$ 4.98

Six in a carton

DAISY MANUFACTURING COMPANY,



Daisy/matic
Fire Engine

Siren wails, ladder revolves, lifts, lowers, truck goes forward, reverse, runs in circles. 14 inches long. Powered by two standard flashlight batteries. (Not Included)

Stock No.	Mfg. No.	Wt. ctn.	Each
474-551	71	36 lbs	$ 8.95

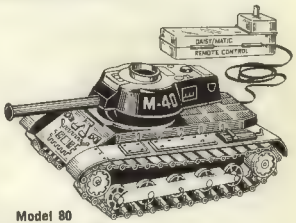
Twelve in a carton

DAISY-MATIC - THUNDERBOLT PLANE

Landing gear retracts, prop turns, machine guns blaze also chatter, bomb drops. Powered by two standard flashlight-batteries. Not Included)

Stock No.	Mfg. No	Wt. ctn.	Each
474-536	67	20 lbs	$ 6.98

Twelve in a carton



Model 80
Daisy/matic
Remote Control Tank

Remote controls . . . lumbers forward, reverses, climbs!
Turret rotates . . . shoots harmless darts!

Control this marauder from behind the lines while it lumbers across the "battlefield." A flick of the remote control lever and the tank lumbers forward over obstacles, up inclines, or reverses. Another flick of the control and the turret swings menacingly, seeking out the target. Another flick and the tank fires harmless rubber-tipped dart. Constructed of rustproof metal with heavy swivel treads. Includes 2 darts, 2 cutout targets. Uses 2 flashlight batteries.*

Stock No.	Mfg. No.	Wt. ctn.	Each
488-890	80	36 lbs	$ 6.98

Twelve in a carton

"Spittin' Image"
of the real thing . . . all multi-action battery-powered!

QUALITY TOYS THAT LAST . . . FROM Daisy

Referee drops puck for "face-offs"

Red light flashes when you score

$12.66 without batteries

Play your team against any of 5 opponents

Canadian Hockey

With 36 players

Fast-action play on big 36x21-in. rink with curved and "S" shaped slots. Sideline scoring bumpers rebound puck. Spring loaded shooting goalies knock puck away from nets. Overhead scoreboard, face-offs, 3 pucks—plain, roller, magnetic. Metal puck-controlling "men" and frame. Hardboard rink. Plastic legs. Order 2 "D" batteries.

79 N 2781 Shipping weight 12 pounds..... $12.66

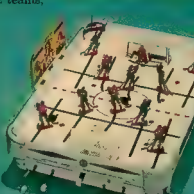
79 N 4660—"D" Battery. Wt. each 4 oz.. .... Each 16c; 4 for 60c

Hockey Master 2 teams, 28x16-inch rink

$6.99

Players move up and down the ice, waiting for the opportunity to slap the puck in for a score. Score board and penalty box at side. 16 puck controllers. Positive steel gear drive. With 2 pucks—plain and magnetic. Metal frame, hardboard rink. Shpg. wt 8 lbs.

79 N 280C. $6.99



National Hockey with 32x18-in. rink, lights, 2 teams and roving referee that can "face-off" anywhere

$9.99 without batteries

A forward brings the puck up the "ice." The metal defense and offense "men" move along curved slots. He sends pass to flanker, who then shaps it toward goal. But puck is blocked by spring-action goalie.

Overhead scoreboard. Metal frame, hardboard rink. Two pucks—magnetic and roller. Instructions. Order 2 "D" batteries above. Shpg. wt. 9 lbs.

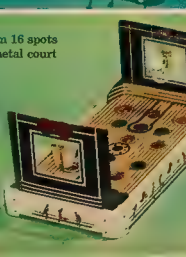
79 N 2791.. . .$9.99

Shoot baskets from 16 spots on big 28x14-in. metal court

$7.66

Spring-action levers let you shoot ball into basket with accuracy. Aim ball from any shooting spot, pull lever, ball swishes through basket. Flippers adjust for more accurate aim (tool supplied). Scorekeeper on backboard. For 1 to 6 players. Shpg wt 7 lbs.

79 N 449C $7.66



Shoot from 12 spots on fiberboard court

$3.88

Zip through action-packed miniature basketball games. 20x12-inch playing court. 6 lever-controlled flippers let you sink shot from 12 different positions. One to six can play. Realistic backboards with scoring devices, fold down net baskets. Plastic basketball balls included. Shipping weight 3 pounds.

79 N 202C. $3.88

CORGI·TOYS
PRECISION DIE-CAST SCALE MODELS
★ A quality product from Europe
★ Exciting new models every month make Corgi a dynamic line

Corgi Toys are manufactured in England by Playcraft Toys Ltd.
and distributed in the United States exclusively by:

REEVES INTERNATIONAL, INC.

See Them During The Toy Fair At Our

SHOWROOM & OFFICE: ROOM 1210, 1107 BROADWAY, N. Y. 10010

Imported Translucent China

"WENTWORTH GENUINE CHINA with Treasured Trims"

WENTWORTH GENUINE CHINA in either the Royalty, Silver Wheat, Fairlawn, Sonata or Edgewood patterns are prized possessions for every home. Finest clays fired at a high temperature until vitrified . . . translucent, lustrously white yet amazingly strong; craze-proof. Made by Japanese craftsmen in the classic tradition of beauty—the finest at its price. Shipped by freight or express from nearest warehouse—New Jersey or California. Allow 2 to 4 weeks for delivery.

SILVER WHEAT: An invitation to gracious dining, supreme beauty. Sprays of wheat, shaded in silvery grey; subtle gleamings of platinum bands—all traditional themes that enrich fine china. New distinction, modern coupe shaping. See it on your table—soon.

5514XF5569—57-Pc. Service for 8...Sugg. Retail $59.95

5515XF5824—98-Pc. Service for 12..Sugg. Retail $99.95

◀ Royalty

Two platinum bands make a marriage of beauty with the new fluted swirl. Romantic, modern china—turns every meal into an elegant event.

5982XF3569—57-Pc. Service for 8. Sugg. Ret. $59.95

5983XF5824—98-Pc Service for 12. Sugg. Ret. $99.95

SONATA—Elegant coupe shape with platinum blue rose pattern with petal detail. A gracious and appealing setting for your table. China at its finest. Sugg. Retail

6104XF3053 57-Pc Service for 8..... .....$49.95

6105XF5067—98-Pc. Service for 12..... ... .$89.95

SET COMPOSITION

57 PC. SERVICE FOR 8. (Approx. Ship. Wt. 45 lbs.) **8 EACH:** dinner plates, bread/butter plates, soups, fruits, cups, saucers; **1 EACH:** creamer, covered sugar, chop plate, vegetable server **PLUS 4 extra cups.**

98 PC. SERVICE FOR 12. (Approx. Ship. Wt. 75 lbs.) **12 EACH:** dinner plates, salad plates, bread/butter plates, soups, fruits, cups, saucers. **1 EACH:** creamer, covered sugar, platter, chop plate, sauce boat. Two vegetable servers. **PLUS 6 extra cups. Shipments from nearest warehouse New Jersey or California.**

ALLOW AMPLE TIME FOR HOLIDAY SHIPMENTS

Fairlawn ▶

A delicate bridal wreath on formal rim shape. An utterly romantic gesture for the most beautiful china of your life. Platinum edges reflect the silvery blue and gray blossoms —A pattern worthy of such fine quality translucent china.

5951XF2926—57-Pc. Service for 8. Sugg. Retail $47.50

5952XF5040—98-Pc. Service for 12. Sugg. Retail $79.95

◀ Edgewood

A formal rim-shape with a gray gadroon edging, highlighted with rich platinum, forms a perfect background for the sprays of tiny tea roses. A creation particularly appealing to the more traditional and yet gay tastes. The china body is pure snow white.

5936XF3192—57-Pc. Service for 8. Sugg Retail $54.50

5937XF5264—93-Pc. Service for 12 Sugg. Retail $89.95

MOSELLE PASTEL ROSE MAPLEWOOD

Break resistant Melmac, stainless and glassware, too! Save $5 on set!

Separately 34.89

119 Pc. Set 29.88

45-Pc Melmac® Dinnerware "Sweetheart Rose" guaranteed by Spiegel for 2 years not to chip or crack in normal use. Service for eight: 8 each: dinner plates, bread butter plates, cups, saucers, soup bowls; 1 each: 12-in platter, vegetable bowl, sugar bowl, lid, creamer

50-Pc. Stainless Tableware "Rosaglow" medium weight steel. Service for eight: 16 teaspoons; 8 each: soup spoons, knives, dinner forks, salad forks, 1 each: sugar shell, butter knife

24-Pc Glassware Service for eight: 4 oz. juice, 7 oz. old fashioned, 11-oz. tumblers

COMPLETE SET Available

Z79 J 2790Y. Sh wt 36 lbs	119 Pcs	29.88
Z79 J 2791. Dinnerware (16 lbs.)	45 Pc	19.97
Z79 J 4482 Stainless (5 lbs.)	50 Pc	9.97
Z79 J 4761 Glassware (17 lbs.)	24 Pc	4.95

LOVELY MELMAC®—guaranteed by Spiegel for 2 years not to chip or crack in normal use. 20-pc. Set serves four: 4 ea dinner plates, bread butter plates, cups, saucers, soup bowls. 45-pc. Set serves eight: 8 ea above, 1 ea platter, vegetable bowl, covered sugar bowl, creamer. 65-pc. Set serves 12: all pcs. above.

Z79 J 2752 VASSAR (1) Mailable (8 lbs.)	20-pc Set	8.95
Z79 J 2753 VASSAR (1) Mailable (14 lbs.)	45-pc Set	19.95
Z79 J 2754W VASSAR (1) Mailable (22 lbs.)	65-pc Set	26.88
Z79 J 2755 BANDANA (2) Mailable (8 lbs.)	20-pc Set	8.95
Z79 J 2756 BANDANA (2). Mailable (14 lbs.) .	45-pc. Set	17.95
Z79 J 2757W BANDANA (2) Mailable (22 lbs.) .	65-pc. Set	26.88

MELADUX® MELAMINE guaranteed by Spiegel for 1 year not to chip or crack in normal use. 20-pc. Set serves 4: 4 ea dinner plates, bread butter plates, cups, saucers, soup bowls. 45-pc. Set serves eight: 8 ea above, 1 ea platter, vegetable bowl, sugar bowl, lid, creamer. 65-pc. Set serves 12: all pcs. above.

Z79 J 2758 LADY ALICE (3) Mailable (8 lbs.)	20 pc	Set 6.99
Z79 J 2759 LADY ALICE (3) Mailable (14 lbs.)	45 pc	Set 13.88
Z79 J 2760W LADY ALICE (3) Mail. (22 lbs.)	65 pc	Set 20.77
Z79 J 2761 JULIETTE (4) Mailable (8 lbs.) .	20 pc	Set 6.99
Z79 J 2762 JULIETTE (4) Mailable (14 lbs.)	45 pc	Set 13.88
Z79 J 2763W JULIETTE (4). Mailable (22 lbs.)	65 pc	Set 20.77

See page 269 for Budget Power—buy all your needs at Spiegel

Break resistant Melmac, stainless and glassware, too! Save $5 on set!

Separately 34.89

119 Pc. Set 29.88

45-Pc Melmac® Dinnerware "Sweetheart Rose" guaranteed by Spiegel for 2 years not to chip or crack in normal use. Service for eight: 8 each: dinner plates, bread butter plates, cups, saucers, soup bowls; 1 each: 12-in platter, vegetable bowl, sugar bowl, lid, creamer

50-Pc. Stainless Tableware "Rosaglow" medium weight steel. Service for eight: 16 teaspoons; 8 each: soup spoons, knives, dinner forks, salad forks, 1 each: sugar shell, butter knife

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Z79 J 2756 BANDANA (2). Mailable (14 lbs.) .	45-pc. Set	17.95
Z79 J 2757W BANDANA (2) Mailable (22 lbs.) .	65-pc. Set	26.88

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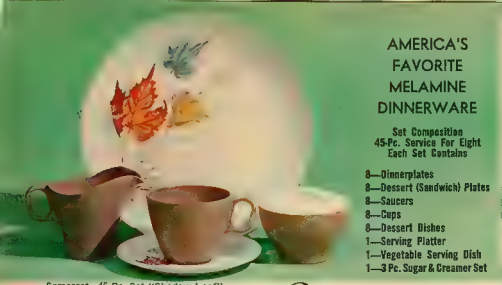


AMERICA'S FAVORITE MELAMINE DINNERWARE

Set Composition
45-Pc. Service For Eight
Each Set Contains

- 8—Dinnerplates
- 8—Dessert (Sandwich) Plates
- 8—Saucers
- 8—Cups
- 8—Dessert Dishes
- 1—Serving Platter
- 1—Vegetable Serving Dish
- 1—3 Pc. Sugar & Creamer Set

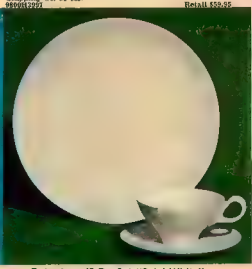
Somerset—45 Pc. Set "Shadow Leaf"
Captures the crispness and color of early autumn. Dinner plates, saucers and 12¼" platter are decorated Stain-free cups, 7" sandwich plates and 15 oz. soup bowls in sandalwood. Vegetable bowl in white and sugar bowl and creamer in sandalwood with white lid Shipping wt. 14 lbs.
9405H1097 **Retail $39.95**

Boonton ware
finest of all melamine dinnerware

Crown Patrician—45 Pc. Set "Golden Grain"
A classic spray of wheat in 14K gold Style and utility make this set acceptable for formal or informal dining. Dinner plates, 9" luncheon plates, saucers and 14" platter are decorated 21 oz. soup bowls stain free cups, vegetable dish sugar bowl with lid and creamer have a white finish. Shipping wt. 31 lbs.
9804H2591 **Retail $52.95**

Somerset—45 Pc. Set "Bamboo"
Cool, soft shades of olive, grey and beige are employed in this delightful bamboo motif Dinner plates, saucers and 13½" platter are decorated Stain-free cups, 7" sandwich plates and 15 oz soup bowls in olive mist Vegetable bowl in white and sugar bowl and creamer in olive mist with white lid Shipping wt. 14 lbs.
9514H1997 **Retail $39.95**

Somerset—45 Pc. Set "Cranford"
Abstract leaves and flowers in a stylized border placement. Pinks, reds, golds, and greens interplay in a smart color interpretation Dinner plates, saucers and platter are decorated Stain-free cups, 7" sandwich plates, 15 oz soup bowls, vegetable dish, sugar bowl and creamer in pink finish Shipping wt. 14 lbs.
9803H1997 **Retail $39.95**



Patrician—45 Pc. Set "Solid White"
Elegant and formal white dinnerware to accent any table setting Lustrous satin-smooth finish Strategic points reinforced with extra melamine for ultimate break-resistance Consists of eight each 10½" dinner plates, 8½" dessert plates, 18 oz. soup bowls, 9" saucers and stain-free 8 oz. cups One each 8" vegetable-serving dish, 13½" platter, sugar bowl with lid and creamer Ship. wt. 15 lbs.
9801H2063 **Retail $39.95**

Somerset—45 Pc. Set 'Blue Rose"
A realistic rose sidespray in the multihoy, but fashion fresh combination of lavender blue and green Dinner plates, saucers and 12¼" platter are decorated Stain-free cups, 7" sandwich plates 15 oz soup bowls in lavender blue, vegetable bowl in white and sugar bowl and creamer in lavender blue with white lid Shipping wt. 14 lbs.
9806H1997 **Retail $39.95**

Somerset—45 Pc. Set 'Evergreen"
Pine cones in a sidespray motif of avocado and brown which captures the cool, crisp, clear quality of a Sierra meadow Dinner plates and 12¼" platter are decorated Stain-free cups, 10 oz dessert dishes and 8" vegetable bowl in white 9" saucers and 8" dessert dishes in Avocado. Sugar bowl and creamer in avocado with white lid Shipping wt. 13½ lbs.
9804H1663 **Retail $24.95**

Somerset 45 Pc. Set "Corsage"
Romantic sidespray of pink American beauty roses accented by olive green tea leaves Dinner plates and 13¼" platter are decorated Stain-free cups 10 oz dessert dishes and 8" vegetable dish are white 9" dessert plates and 9" saucers are pink, sugar bowl and creamer in pink with white lid Shipping wt. 13½ lbs.
9805H1663 **Retail $24.95**

Prompt Shipments from Bennett's Stock

48-piece set
$7.99
without batteries

13-piece set
$3.99
without battery

Donald Duck and Mickey Mouse—each in their own battery-run car—tour Fantasyland, Frontierland, and other famous "lands"

Design your own course . . cars zip around corners, even follow room-to-room layouts

Disneyland® Rambling Roadway

48-piece Set. Marvel as Mickey Mouse and Donald Duck "motor" through Disneyland. Has 8 curved, 3 straight tracks, bridge trestles, scenery, signs, signals, two 4½-in. cars. Plastic. (Order 1 "C" battery per car.)
79 N 4436C—Shipping weight 4 lbs. $7.99

13-piece Set. 6 curved tracks, 6 Disneyland scenes, 1 Mickey Mouse car. (Order 1 "C" battery listed below.)
49 N 4459—Shipping weight 2 lbs. 3 oz. $3.99
49 N 4463—Extra Donald Duck car. Wt. 8 oz. 1.99
49 N 4464—Extra Mickey Mouse car. Wt. 8 oz. 1.99

TRIK-TRAK

$4.99 without battery

Lay out your own cross-country rally course under furniture, around corners, in one room or room to room. 6-inch battery-powered car follows the course you set. The track is in the track (9 curved and straight sections handle the "traffic"). Colorful scenic backgrounds, even a tunnel. All plastic. Order 1 "C" battery below for motorized car. See extra cars at right for racing.
49 N 4454 Shpg. wt. 3 lbs. 12 oz. $4.99

49 N 4665 **"C" Battery.** Shpg. wt. each 2 oz. . . Each 16c 4 for 60c

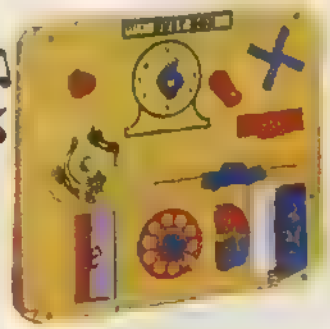
Extra Cars

Each $1.99 without battery

Own fleet of racers. 6-in. plastic. Buy "C" battery for each.
49 N 4458—Swordfish
49 N 4455 Racer
Wt. 12 oz. Each $1.99

Musical Busy Driver $5.49

Any tot can be a junior driver . . let him wind up the wheel and imported music box plays Hertz Rent-a-Car jingle. Also 9 other activities. Attaches to high chair, car seat, stroller. 17 in. long.
49 N 4511—Shipping weight 2 lbs. 15 oz. $5.49
49 N 4579—Non-musical. Wt. 2 lbs. 12 oz. 3.59



Musical Busy Box $5.37

Ten different activities in one amusement center for playpen or crib. Doors open, wheels spin, cranks turn . . all to the tune of delightful music. Of sturdy plastic. About 14x12 inches.
49 N 4523—Shipping weight 2 lbs. 12 oz. $5.37

Non-musical Busy Box. Same as above, no music.
49 N 4498—Shipping weight 2 lbs. 10 oz. $3.49

Musical Koo-Koo $2.84

Ideal for hanging on crib, playpen or wall. Music plays as clock hands rotate, bird moves. Pull ring to start motion, sound. Winds by ring or knob. About 11x9x3 inches. Plastic.
49 N 4470—Shipping weight 1 lb. 5 oz.. $2.84

Musical Pony-go-round $2.89

Ponies go up, down and around to the tune of merry music. Runs for at least two minutes on just one winding. Imported musical movement. Break-resistant acetate with plastic base. 7 in. high.
49 N 4424—Shipping weight 1 lb. 9 oz. .$2.89

$4.99

Mama Bear cuddles her baby Cub as a lullaby drifts him off to sleep

A soft, adorable pair to delight your child at playtime and bedtime. Swiss music box plays a soothing lullaby. Mama Bear, with her bright, expressive eyes, is 15 inches tall. Both bears wear bright ribbon bows. Delustered rayon plush pile. Cotton stuffed.
49 N 4121—Shipping wt. 1 lb. 8 oz. . .$4.99

Musical Crib Gym

1 Tug on center ring starts music for baby to enjoy while playing. Wood, plastic. Adjustable. Shpg. wt. 1 lb. 4 oz.
49 N 4422 . . . . . $3.59

Musical Roly Poly

2 Tottering 12-in. bear chimes, rights himself. Head squawks when squeezed. Plastic. Shipping weight 1 pound.
49 N 4573. . . . . $1.55

Rock-a-Stack

3 Ten colorful plastic rings to stack and unstack. Sit on 13 inch wooden base that rocks. Shipping weight 1 lb. 2 oz.
49 N 4601. . . . . $1.69

Snap-lock Beads

4 64 flexible plastic beads snap together, pop apart. Nice for teething, too big to swallow. Each 1¾-in. diameter.
49N4460-Wt. 1 lb. $1.59

Snuggly Panda

5 A charming pal just waiting to be squeezed. Made of soft rayon plush and smooth velvet. Cotton stuffed. 12 inches tall.
49 N 4006-Wt. 1 lb. .$2.99

Stringing Beads

6 30 colorful 1¾-in. beads in assorted shapes to thread on two 44-in. laces. Washable plastic beads can be chewed.
49N4451-Wt. 1 lb. $1.19

Terry Playmates

7 Huggable cotton terry toys so practical because they're washable. Plastic filled. Doll 10 in., lamb 7 in. Wt. 12 oz.
49 N 4034. . .Set $1.99

CRIB TOYS

Make sound or music when they move

8 Musical Mobile. Plastic. 18 in.
79N4477C-Shpg. wt. 2 lbs. $4.39

Non-musical. As above, but no music.
79 N 4482C—Shpg. wt. 2 lbs. . $2.57

9 Crib Roll Boat. Also rocks on floor. Wood.
49N4553-Wt. 12 oz. $1.39

10 Crib Roll Beads whirl, make noise. Wood. Shipping weight 1 lb. 10 oz.
49 N 4554. . . . . $2.49

No Money Down on anything Sears sells

Ⓐ **KISS ME . . .** Raise her arm and she will pucker up and give you a kiss. 17-inch vinyl and poly toddler, with moving eyes, rooted hair, movable arms and legs, dressnd in pretty cotton dress. Wt. 2 lbs.
6071T350 . Retail **$5.00**

Ⓑ **PATTI CAKE . . .** Cuddly infant! 14 inches. Squeeze her tummy and she gurgles and claps her hands. Vinyl head, curved arms and legs, with soft body, cotton stuffed. Moving eyes, pixie hair. Cotton dress. Layette consists of cotton romper and bonnet 3 lbs.
6122T435 . Retail **$6.95**

Ⓒ **SNIFFLES . . .** 14-inch baby! She drinks her bottle, wets her diapers, and cries real tears. She has rooted hair, moving eyes, jointed arms and legs. Dressed in yellow cotton dress. Layette consists of flannel robe, sun suit, booties, rattle, coat hangers, soap and sponge. Wt. 2 lbs.
6123T397 ... . .Retail **$5.95**

Lovable Dolls

Ⓓ **FASHION WIG . . .** for little ladies . . . fits girls 5 to 14 years of age. Rooted acetate hair, elastic headband. Can be combed, sprayed, or waved like real hair. Specify color: brunette, blonde, or platinum. Wt. 1½ lbs.
6075T265 .... .Retail **$3.95**

Ⓔ **MUSICAL BABY . . .** 12-inch soft body, cotton stuffed, vinyl head, curved arms and legs, moving eyes, rooted hair, flannel body with cotton dress. Head rotates and body moves, while music plays. Music box enclosed in back of doll. Wt. 2 lbs.
6076T350 ....Retail **$5.00**

Ⓕ **BABY JUNE AND HER MAGIC SPOON . . .** 14-inch soft baby doll, cloth body, cotton stuffed, rooted bang bob hair, vinyl head, and curved arms and legs. Dressed in cotton rompers trimmed with lace, bals and buttons, socks, together with MAGIC SPOON, where the contents disappear and refill automatically. Wt. 2 lbs.
6124T350 ..... .Retail **$5.00**

Ⓖ **SHELLEY . . . HER HAIR GROWS . . .** She has hair that actually "grows" . . . and hi-fashion Shelley will model the doll clothes you already have! Most 12-inch teenage doll clothes will fit her. You can change her hair style to match her costume . . . just pull the magic ring. 12 inches tall. She is dressed in the latest "shift" dress. Three extra outfits included, along with her own telephone, purse, and pearls. Wt. 2 lbs.
6125T435 .....Retail **$6.95**

3.97 buys an armful of happiness

1 MY HAIR GROWS . . . turn my key to lengthen or shorten it; style it different ways. I'm 12-inch Shelley, jointed vinyl with rooted hair. I have lounging pajamas, dress, scarf, panties. Also brush, comb, curlers, hair pins, play dryer
35 J 2879 (1 lb 10 oz) 3.97

2 I'M CUDDLY, a colored baby, 18 in. of lovable jointed vinyl. I have long lashed, moving eyes, rooted hair. I wear a velveteen dress, panties, shoes, socks. (3 lbs.)
R36 J 2866 Matl.. 3.97

3 I CRY TEARS . . . I drink and wet, too. I'm a 16-inch baby from Horsman of jointed vinyl with rooted hair, go-to-sleep eyes. I come in a pinafore dress, booties, and have my own bottle (1 lb 12 oz)
35 J 2876 . . . . . 3.97

4 I'M GLAMOR MISTY, by Ideal, the 12-in. Clairol doll of jointed vinyl. Change the color of my rooted hair apply non-toxic blonde, red or brunette coloring with easy-on stick applicators. I have a comb, terry cover-up. I can wear Tammy clothes.
35 J 3890 (12 oz.) . . . 3.97

5 I'LL WALK with you . . . I'm 16-in. Little Coquette. I'm soft vinyl with rooted hair and go-to-sleep eyes. I wear a velveteen dress, panties, socks and shoes
35 J 2871. (2 lbs.) 3.97

6 I'M MUSICAL BABY, a 14-in. cherub who wiggles when you wind my music box. I have vinyl arms, legs, head . . . and a cuddly cloth body. I have sleepy eyes, rooted hair. I wear a dress, panties, booties.
35 J 2865. (1 lb 10 oz). . . 3.97

See page 269 for Budget Power—buy all your needs at Spiegel

I'm Cuddly I'm a soft and lovable 18-inch baby doll. I have my own special bottle—it empties when you feed me, then refills like magic. I have a cot-ton body and vinyl legs, arms and head. My pixy styled hair is rooted; my long lashed eyes move. I'm wearing a lacy dress, slip, panties and booties.
R36 J 2867. Mailable. (4 lbs.). . . 3.97

I'm Honey I'm a flirty little pug-nose, 16 inches tall. My whimsical smile and twinkling go-to-sleep eyes will win your heart. I can sit or stand, too. I'm vinyl; you can bathe me and brush my rooted hair. I'm wearing a velveteen jumper and an embroidered blouse.
35 J 2885. (1 lb. 10 oz.). 4.97

I'm Penelope . . . hold my hand and I'll walk with you. Can Pooch come too?

we're only 8.88

I'm a big girl, 32 inches tall . . take my hand and I'll walk with you. My body is jointed vinyl, my long lashed eyes move. You can comb my rooted hair. Do you like my pretty velveteen dress? Pooch is my poodle . . . a playful 14 inches of plush.
R36 J 2872. Shipping weight 8 lbs. Be sure to ask Santa for us 8.88

New, Lower Budget Power terms give you more buying power

I'm Cuddly I'm a soft and lovable 18-inch baby doll. I have my own special bottle—it empties when you feed me, then refills like magic. I have a cot-ton body and vinyl legs, arms and head. My pixy styled hair is rooted; my long lashed eyes move. I'm wearing a lacy dress, slip, panties and booties.
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R36 J 2872. Shipping weight 8 lbs. Be sure to ask Santa for us 8.88

New, Lower Budget Power terms give you more buying power

3.97 buys an armful of happiness

1 MY HAIR GROWS . . . turn my key to lengthen or shorten it; style it different ways. I'm 12-inch Shelley, jointed vinyl with rooted hair. I have lounging pajamas, dress, scarf, panties. Also brush, comb, curlers, hair pins, play dryer
35 J 2879 (1 lb 10 oz) 3.97

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R36 J 2866 Matl.. 3.97

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35 J 2876 . . . . . 3.97

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35 J 3890 (12 oz.) . . . 3.97

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35 J 2871. (2 lbs.) 3.97

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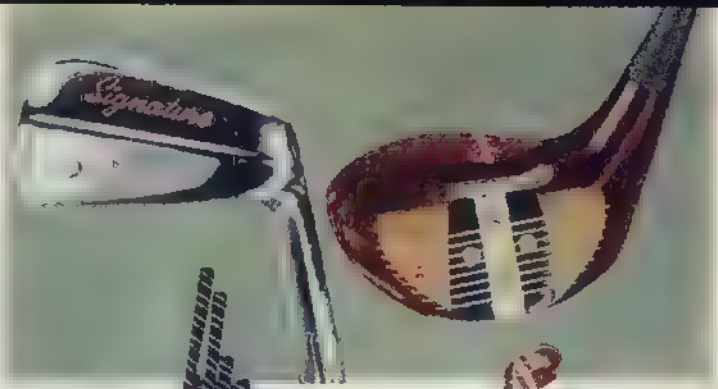
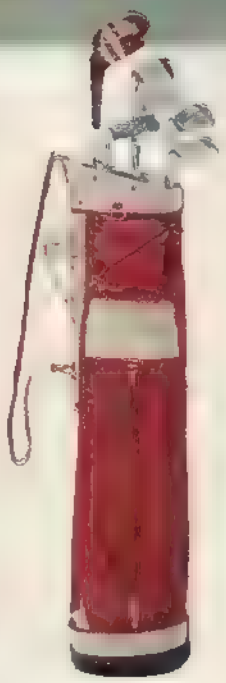
35 J 2865. (1 lb 10 oz). . . 3.97

See page 269 for Budget Power—buy all your needs at Spiegel





"These clubs have flare-back heads to give you greater accuracy on approach shots, greater distance off the tee," says Doug Ford

Set of 8 Irons $38.00 Set of 3 Woods $31.34

Embossed black and red leather grips with gold-color trim built-in hand positioner. Chrome-plated magna-power steel shafts. **Irons:** Sand-blasted faces, approved USGA scoring. **Woods:** persimmon with cherry mahogany finish, wide 2-pr red and black Keystone face insert. Men's right or left.

9-pc. Set. Nos. 1, 3, 4 Woods, Nos. 2, 5, 7, 9 Irons, Putter, with Leather Golf Bag (see 6 N 932C below). Wt. 36 lbs.
6 N 8107CZ Right hand only $75.99

Utility Clubs. Nos. 14 Leather, 15 Sand Wedge, 16 Pitching Wedge.
6 N 8101CF Right 6 N 8111CF Left
Shpg. wt. each 2 lbs. Each $8.30

Individual Irons, 2 thru 9. *State Numbers.*
6 N 8100CF—Right 6 N 8110CF—Left
Shpg. wt. each 2 lbs. Each $8.30

Set of 5 Irons. Nos. 2, 5, 7, 9 Putter.
6 N 8102C—Right 6 N 8112C—Left
Shipping weight 7 lbs. Set $38.00

Set of 8 Irons. Nos. 2 thru 9.
6N8103C—Right hand. Wt. 11 lbs. $60.50

Set of 9 Irons. Nos. 2 thru 9. Putter
6N8113C Left hand. Wt. 13 lbs. $68.20

Individual Woods. 1, 2, 3, 4. *State Nos.*
6 N 8104CF—Right 6 N 8114CF—Left
Shpg. wt. each 2 lbs. Each $11.40

Set of 3 Woods. Nos. 1, 2 and 4
6 N 8105C—Right 6 N 8115C Left
Shpg. wt. 6 lbs. Set $31.34

Set of 4 Woods. Nos. 1, 2, 3 and 4
6 N 8106C Right 6 N 8116C Left
Shpg. wt. 7 lbs. Set $41.80

14-club Bag. Brown vinyl-coated drill. Full length pocket.
6 N 932C Shipping weight 7 pounds $9.50

A complete Golf Outfit—Bag and Clubs—for less than $40

Clubs (right hand only) including numbers 1, 3 woods, numbers 3, 5, 7, 9 irons, putter. Irons have chrome plated steel heads, official scoring. Woods have persimmon heads, fiber face inserts. Vinyl bag, zip pockets, umbrella holder, hood, score card pouch.

Men's 8-piece Set. Clubs: white striped black leather grips, cherry-color wood heads. Bag black; 5 pockets.
Shipping weight 13 pounds.
6 N 10906L Set $34.89

Women's 8-piece Set. Clubs: maroon-striped rust-color leather grips, wood heads. Bag red; white trim; 1 pocket.
Shipping weight 13 pounds.
6 N 10917L..... Set $34.89

Tubular aluminum Folding Golf Cart

Adjustable handle locks at most comfortable balance point. Folds easily even when folded on 12-in. ball bearing disc-wheel rubber tires. Fold or unfold by raising or lowering handle. Self-adjusting rubber pad'd model brackets hold bag.
Shipping weight 17 pounds
6 N 960L $15.97

Tubular aluminum Golf Cart with folding seat

Padded fold down seat. Brackets automatically adjust to any size or shape bag. Handle locks at any height . . . opens and closes wheels. Die-cast 12-inch ball-bearing wheels with semi-pneumatic tires. Gold color trim.
Shipping weight 16 pounds.
6 N 10918L $22.97

Golf Set for youths 10 to 14

8-pc. set of 5 irons, numbers 3 (35½ in. long), 5, 7, 9, putter, 2 woods, numbers 1 (39 in. long), 3, and bag. Chrome-plated steel shafts, red, black leather grips. Woods have ebony-color persimmon heads with fiber face inserts. Irons have chrome-plated heads. Black vinyl bag, keystone style. Zip ball pocket. Right-hand clubs.
6 N 852C—Wt. 11 lbs. .. Set $36.69

Putters with 24K gold-plated heads, steel shafts

1 **Rocker Sole.** Pendulum shaft. Right or left hand.
6 N 870C Shpg. wt. 2 lbs. $7.77

2 **Medium Lie, Flange back.**
6 N 871C—Shpg. wt. 2 lbs. . 7.77

3 **Full Mallet Head, Gooseneck shaft.**
6 N 872C—Shpg. wt. 2 lbs. 7.77

4 **Small Mallet Head.**
6 N 873C—Shpg. wt. 2 lbs..... 7.77

(2), (3), (4) right-hand only

Sears Spaceliner

Dazzles with chrome on frame, fenders, chain guard . . almost everywhere. 4-bar frame arches into sculptured forward-thrust tank.

Low as $47.95 Boys' or girls'

Tank, carrier, fork tips striking metallic red on boys' metallic turquoise on girls' Everything else sparkles with brilliant chrome plating. 1.75-inch midweight whitewall tires. Comfortable rib vinyl saddle has coil springs, chrome-plated crash rail. Headlight, horn controlled by dash panel knobs. Uses 2 "D" batteries (not included). Benelux coaster brakes for sure stops. Large reflector on fender. New comfortable hand grips.

26-inch size. Shpg. wt. 57 lbs.		24-inch size. Shpg. wt. 54 lbs.	
6 N 46942N—Boys'	$47.95	6 N 46962N—Boys'	$47.95
6 N 46952N—Girls'	47.95	6 N 46972N—Girls'	47.95

26-inch size with Bendix 2-speed Automatic Shift Power Brake. Just back pedal to change gears for extra power on hills.
6 N 46982N—Boys'. Shipping weight 58 pounds. $54.95

Spaceliner

in flamboyant colors with bright chrome-plated trim

Save $5.07 Now only **$39.88** Boys' or Girls'

Was $44.95 Fiery metallic red frame on boys' pleasing metallic turquoise on girls'. Fenders, chain guard and handlebars glisten with chrome plating. Soaring four-bar frame with jet-sweep tank. Swept-back carrier. Dashboard panel controls headlight. Uses 2 "D" batteries (not included) and twin-bulb headlight beams out bright warning light. 1.75-inch midweight whitewall tires.

Big safety reflectors on rear fender and carrier. Bendix coaster brakes for smooth, sure stops.

26-inch size. Shpg. wt. 52 lbs.		24-inch size. Shpg. wt. 49 lbs.	
6 N 46303N—Boys'	$39.88	6 N 46323N—Boys'	$39.88
6 N 46313N—Girls'	39.88	6 N 46333N—Girls'	39.88

Jet-sweep styling, rear carrier, headlight and still priced remarkably low

Only $34.88 Boys' or Girls'

Strong three-bar frame built for hard play. Handlebars, rims, hubs and headlight all glitter with chrome plating. Bright metallic colors: boys' red, girls' blue. White trim. 1.75-inch midweight whitewall tires.

Add 2 "D" batteries (not included) and twin-bulb headlight beams out bright warning light. Ball bearing pedals, wheel and steering action let you sprint along with little effort. Coaster brake for sure, smooth stops.

26-inch size. Shpg. wt. 52 lbs.		24-inch size. Shpg. wt. 51 lbs.	
6 N 46002N—Boys'	$34.88	6 N 46022N—Boys'	$34.88
6 N 46012N—Girls'	34.88	6 N 46032N—Girls'	34.88

SIZE CHART FOR MIDDLEWEIGHT BIKES

Boys' and girls' sizes	For ages	Seat to pedal adjustment
16-inch	4, 5, 6	19 to 24 inches
20-inch	5, 6, 7	21 to 24 inches
24-inch	7, 8, 9	23½ to 27½ inches
26-inch	Over 9	28 to 32½ inches

NOTE: Bikes sent freight (not truck) or express.

Watch fierce Vikings attack gallant Knights

Catapults bombard an ancient castle as armored knights swarm across moat to repel invading Norsemen (all figures 2¼ inches tall . . finely detailed plastic)

124 pieces **$9.97**

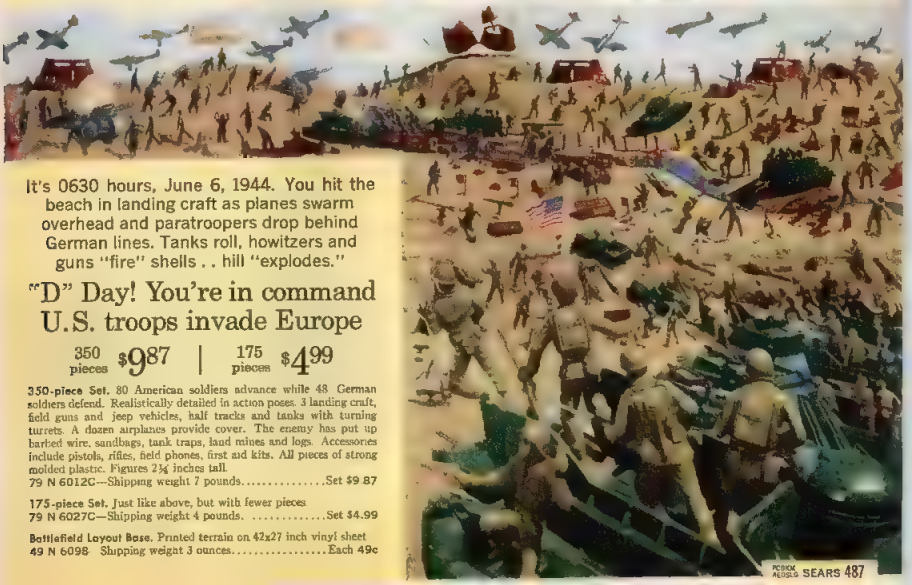
A cry of alarm echoes thru the castle chambers . . your castle is under attack and you send out your bravest knights, with shield and sword, across the drawbridge and over the ramparts into the heat of battle The enemy bombards the ancient walls with powerful catapults. Invading Norsemen, numbering 54, approach on horseback and foot . . they fall back behind the cover of trees, stone walls and rock formations. You send more knights, there are 36 in all, their armor shining brightly, charging into the fight. Plastic base adds realism. Metal castle 22x17x14 in. high.

79 N 5940L—Shipping weight 10 pounds.....Set $9 97

57-piece Play Set **$4.99**

It seems as if every castle in merry old England is under attack . . and this one's no exception. 27 Vikings. 18 Knights Catapults, horses. Printed base, metal castle 22x17x14 in. high. Wt. 5 lbs.

79 N6053C.....$4.99



It's 0630 hours, June 6, 1944. You hit the beach in landing craft as planes swarm overhead and paratroopers drop behind German lines. Tanks roll, howitzers and guns "fire" shells . . hill "explodes."

"D" Day! You're in command U.S. troops invade Europe

350 pieces **$9.87** | 175 pieces **$4.99**

350-piece Set. 80 American soldiers advance while 48 German soldiers defend. Realistically detailed in action poses. 3 landing craft, field guns and jeep vehicles, half tracks and tanks with turning turrets. A dozen airplanes provide cover. The enemy has put up barbed wire, sandbags, tank traps, land mines and logs. Accessories include pistols, rifles, field phones, first aid kits. All pieces of strong molded plastic. Figures 2¼ inches tall.

79 N 6012C—Shipping weight 7 pounds.....Set $9.87

175-piece Set. Just like above, but with fewer pieces

79 N 6027C—Shipping weight 4 pounds. .....Set $4.99

Battlefield Layout Base. Printed terrain on 42x27 inch vinyl sheet

49 N 6098 Shipping weight 3 ounces.....Each 49c

BATTLE ACTION by IDEAL

Bridge explodes, tree falls, machine gun chatters . . in Sears exclusive Ambush Set $6.66

Get all the sound and action of full scale combat—in one set. U.S. soldiers advance onto 36x20 inch enemy terrain. Two 15-inch 3-dimensional settings are spring activated. Jeep vehicle triggers road block—a tree topples and vibrating machine gunner opens fire. Truck in rear rumbles onto device that explodes mined bridge into 2 flying sections. Plastic. 27 men, 2 vehicles.
49 N 5970—Shipping weight 3 pounds 3 ounces . . . . . Set $6.66

Soldiers pop up, fire rifles from Sniper Post $3.77

Five soldiers are mounted on heavy-duty fortifies parapet. Pull cord on spring activated motor. They pop up, fire, duck, spring up in staggered sequence, open fire, drop for cover, then pop up again. 15x9 inch plastic setting. 8 additional soldiers.
49 N 6075—Wt. 2 lbs. 1 oz. $3.77

66c

44-piece "Fighting 69th" Set. Includes six 3-inch infantrymen plus 38 detachable combat accessories. Realistically detailed plastic, fine hand coloring.
49 N 5974—Wt. 5 oz. . 66c

66c

45-pc. "Carlson's Raiders" Set. Includes six 3-inch U.S. Rangers plus 39 combat accessories that snap on and off. Realistically detailed, hand-colored plastic.
49 N 5977 Wt. 5 oz. . 66c

66c

35 piece "Screaming Eagles" Set. Includes six 3-inch paratroopers plus 29 accessories that snap on. All hand colored plastic.
49 N 5975 Wt. 5 oz. . . . 66c

66c

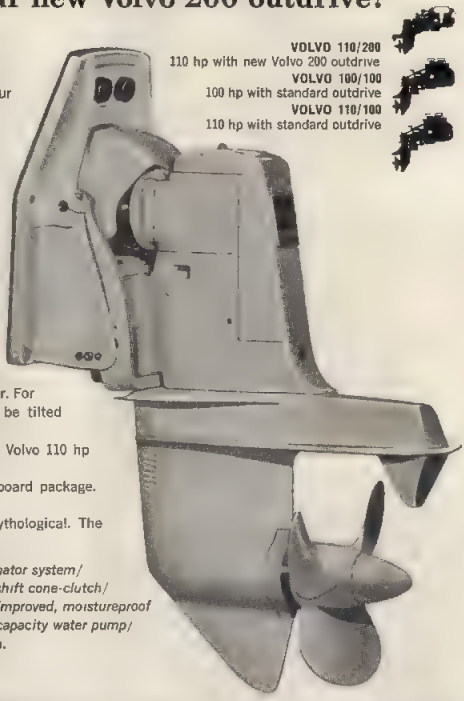
31-piece "Devil Dogs" Set. Includes six 3-inch Marines plus 25 combat accessories that snap on and off. Hand colored plastic.
49 N 5976—Wt. 5 oz. . . . 66c

Sound and action of a Machine Gun Nest $3.68

Stranded machine-gun team waits in burned-out house ruin. At the first sign of danger, pull cord on spring-activated motor. Both jet loose seething bursts of gun fire. Machine guns rattle at rate and chatter when fired. 13¼x8-in plastic setting with 8 additional soldiers. Requires no batteries.
49 N 6074 Wt. 1 lb. 9 oz. $3.68

Four Soldier Sets above made in British Hong Kong

"Excuse me, Gentlemen; I've just seen your new Volvo 200 outdrive!"



VOLVO 110/200
110 hp with new Volvo 200 outdrive
VOLVO 100/100
100 hp with standard outdrive
VOLVO 110/100
110 hp with standard outdrive

If Ondine in a face mask pops up over your Volvo-graced transom, don't be surprised.

Because the new Volvo 200 outdrive has enough surprises itself to keep you in perpetual amazement.

There's not a single exposed cable, wire, or mechanical linkage on the new Volvo 200.

No naked holes in your transom, either. Exhaust, cooling water intake, control systems and cables all go inside the one-hole mounting collar.

It's a handsome devil, as you can see. And for kicks, it beats Yale Lary. Sixty-five degrees of kickup to carry the Volvo over shoals and shallows without damage.

Whip the throttle to neutral and you're still in full control—the prop stays steady in the water. For shallow water operation, the Volvo 200 can be tilted partially — from the dash.

We sell the Volvo 200 outdrive with the new Volvo 110 hp engine. And we still sell the 100 outdrive, too.

Volvo made the first successful inboard/outboard package. It now makes the best in 110 horses.

We can't provide lovely Ondines. They're mythological. The Volvo 110/200 is for real.

Also on the new Volvo 110/200: *New alternator system/ double, permanently lubricated universal/ silent-shift cone-clutch/ underwater exhaust through a trimming rudder/ improved, moistureproof spark coil/ 15" prop space, counterrotation/ high capacity water pump/ completely new high-speed hydrodynamic design.*

Authorized Volvo Distributor

EATON

DEARBORN MARINE ENGINE DIVISION
EATON MANUFACTURING COMPANY
7100 EAST 15 MILE ROAD, WARREN, MICHIGAN 48089
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VOLVO

WHAT'S NEW?

Why fight competition! Join Irwin! We have licensed rights for the hottest properties in tea sets, riding toys and wheel toys. Here they are:

"Miss Mary"™ line—famous for firsts . . . now in 10 different all new motifs . . . exciting new packaging . . . new grip-tight platforms — pieces stay in place . . . shrink wrapped. Names? We have Patty Duke, Betsy McCall and Tressy. Coverage? You Bet!

Patty Duke,© United Artists Television, Inc.
Betsy McCall,© McCall Corporation
Tressy, © American Character, Inc.

Three great all new wheel toys designed to transport America's moveable Fighting Man™ on land and in the air. Licensed by Hassenfeld.

© Hassenfeld Bros., Inc.

Honda, world's fastest selling motorcycle now has a perfect kid size counterpart with chain drive, semi-pneumatic tires and roaring Twin Tiger Tone motor-sound without batteries. Plus a Junior Honda ridem trike and three completely new ridem toys for the younger set.

As approved by American Honda Motor Co., Inc.

For "Barbie" ®, "Ken" ®, "Midge" ®, and "Allen" ™, too Cars — Boats and Airplanes — the latest and best in transportation and play for the favorite teen-age dolls. All with friction operated roaring Twin Tiger Tone motor sound.

"Skipper" ™, "Barbie" ®, "Ken" ®, "Midge" ®, and "Allen" ™ are the trademarks of Mattel, Inc., for its TEEN-AGE DOLLS. Used under license by Mattel, Inc
© 1965 Mattel, Inc.

Exclusive from American Chicle. Features a dramatic action vacuum-type coffee maker. You see it bubble . . . rise . . . mix and recede. Fizzie© tablets included. For many-flavor carbonated drinks.

™ Warner Lambert Pharmaceutical Co.

THE IRWIN LINE FOR '65 IS PRICED RIGHT, RIGHT WITH TERMS THAT WILL MORE THAN MEET YOUR SATISFACTION. IN FACT, FROM THE PROFIT ANGLE, *YOU CAN'T AFFORD TO BE WITHOUT IT.* **LOOK US UP AT THE SHOW. SEEING IS BELIEVING!**

IRWIN CORP., 200 Fifth Ave., New York, N.Y.

The Profit Investment Opportunity
of 1965 . . .
EFFANBEE
DOLLS
"The Profit Protected Line"
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DURABLE
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MOUNTAIN STATES: Robert Fritzler 10643 W. 62nd Place, Arvada, Colo.
SOUTHWEST. Glenn Brawner, 1450 Dallas Trade Mart Dallas, Texas
MID-WEST. A. C Kirchof 200 Fifth Ave., New York, N. Y.
EFFANBEE DOLL CORPORATION
200 Fifth Ave., New York 10, N. Y.
EFFANBEE
DURABLE
DOLLS
FOR 56 YEARS THE LEADER IN QUALITY DOLLS!

Referee drops puck at face-offs

Red light flashes when you score

$12.66 without batteries

Play your team against any of 5 opponents

Canadian Hockey

With 36 players

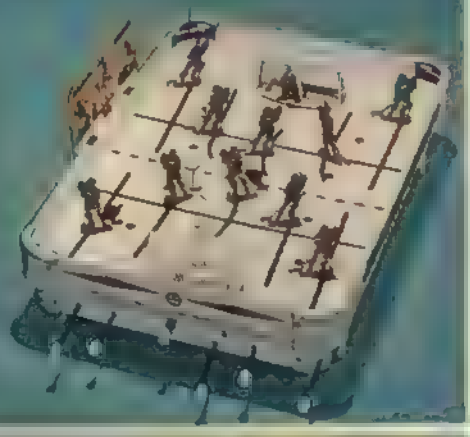
Fast-action play on big 36x21-in. rink with curved and "S"-shaped slots. Sideline scoring bumpers rebound puck. Spring loaded shooting goalies knock puck away from nets. Overhead cardboard face-offs, 3 pucks—plain, roller magnet c Metal puck controlling "men" and frame. Hardboard rink. Plastic ers. Order 2 "D" batteries.

79 N 2781 -Shipping weight 12 pounds..... $12.66

79 N 4660—"D" Battery. Wt. each 4 oz. Each 16c, 4 for 60c

Hockey Master 2 teams, 28x16 inch rink

$6.99

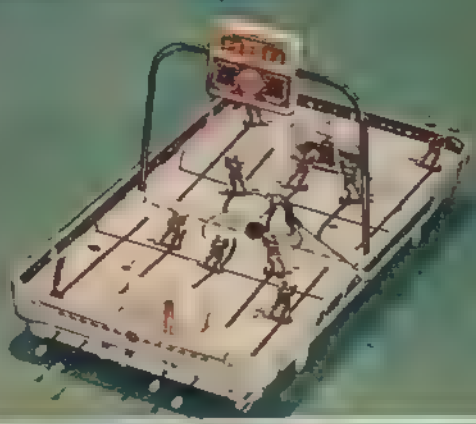


Players move and [illegible] for the opportunity to slap the puck to [illegible] Metal [illegible] 2 pucks, plain and magnetic. Metal [illegible] hardboard rink. Shpg. wt. 5 lbs.

79 N 2800 $6.99

National Hockey with 32x16-in. rink, lights, 2 teams and roving referee that can "face-off" anywhere

$9.99 without batteries



A forward [illegible] the puck up the [illegible] defense and offense "face" moves along curved slot. He can pass to [illegible] who then shoots it toward goal. But puck is blocked by [illegible] action goalie [illegible] overhead cardboard. Metal frame, hardboard rink. Two pucks, magnetic and roller. Instructions. Order 2 "D" batteries above. Shpg. wt. 9 lbs.

79 N 2791 $9.99

Shoot baskets from 16 spots on big 28x14-in. metal court

$7.66

Spring action levers [illegible] shoot [illegible] basket with accuracy. Aim and [illegible] levers. Ball [illegible] through [illegible] Metal [illegible] court. Shpg. wt. 5 lbs.

79 N [illegible] $7.66

Shoot from 12 spots on fiberboard court

$3.88

Zip through action packed mini-arcade basketball games. 20x12-inch playing surface. 6 levers control flippers so you can shoot from 12 different positions. One or two can play. Real [illegible] backboard. [illegible] Shpg. wt. 2 lbs.

79 N 2320 $3.88

Meet Betty and Bob

They're our own musical darlings
Wind the key . . they'll play a tune
$2.97 each

Soft and cuddly brother-and-sister musical dolls with imported music boxes. Stuffed fabric bodies, dressed in matching blue and white costumes, they're each 14 inches tall.

Musical Betty wears bows in her yellow hair.
49 N 3666—Shipping weight 1 pound..... $2.97

Musical Bob wears overalls and a jaunty cap.
49 N 3667—Shipping weight 1 pound..... $2.97

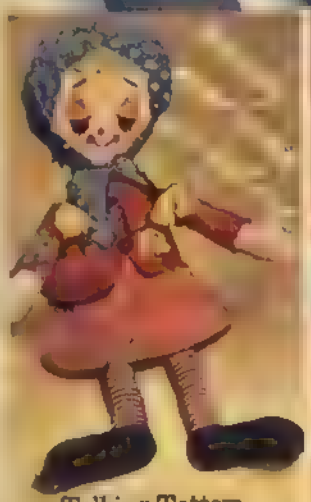
You can order toys on pages 441 through 673 from now until September 1, 1966

$4.97 each

Mother Goose favorites; cuddly, cotton-stuffed with vinyl faces and acrylic hair. Dressed in the lace and ruffles little girls love. Each has a wind-up music box, is 15 inches tall. Wt. 1 lb. 10 oz.

(3) Little Bo-Peep.
49 N 3643.... $4.97

(4) Mistress Mary.
49 N 3643.... $4.97



Talking Tatters
by MATTEL
Pull the Chatty ring she says 11 phrases

$6.66

Her name is Tatters "If it matters," a ragged waif who'll tug at your heart strings every time you pull the Chatty ring. Soft, cuddly, 18 in. tall. Her patched dress comes off to wash. Wt. 1 lb. 12 oz.
49 N 3602.....$6.66

Musical Suzy loves to stretch

1 Wind the key . . watch! Suzy stretches and wiggles like a real live baby while a little Swiss music box plays a tune. Rayon plush body, a sleepy vinyl face. 11 in. tall.
49 N 4009—Shpg. wt. 1 lb. 2 oz. . $2.99

Sleepyhead plays a lullaby

2 She'll lull you to sleep with a melody! Sweet vinyl face, rayon plush body. Music box zips out so you can wash her. 14 in. tall.
49 N 4016 Shipping weight 1 lb. $3.99

Sleepyhead without music
49 N 4017—Shipping weight 14 oz. $2.99

Only Sears has these Pixie-face dolls you can pose in 'most any position

Impish Posing "Elfy" $2.99 each

So cunning and clever, you'll want to have them everywhere . . sitting on a shelf, swinging from a chair, peeping 'round a corner. Soft, cuddly body of molded foam with a flexible wire form. Whimsical vinyl face has bright-painted eyes and sculptured hair in gay colors to go with each outfit.

Elfy's playsuit is tricot. Jumper and hat are felt. Imaginatively trimmed with flowers, leaves and feathers. Elfy is a cute 12 inches tall.

49 N 3190—Pink and green
49 N 3191—Yellow and blue
49 N 3192 Yellow and green
Shipping weight ea. 15 oz. . $2.99

Only $2.99 each

Pretty pink Glamour Puss

1 She's a silky soft kitten, stylish as can be . . loves to have her extra-long acrylic pile coat brushed into fluffy styles. She flirts with her flashing green plastic eyes, perks up her black rayon plush ears and tail. It's no wonder she's so poised, so contented with her looks. 12 inches tall

49 N 4006 —Shipping weight 1 lb. 8 oz..... $2.99

Style-setting Petite Poodle

2 From the top of her hairdo to the tip of her tail this pert poodle has that well-groomed look. She even has her very own brush so you can comb and swirl her long silky hair . . even get fancy with her lovely long ears. She sits up in a perky pose . . about 12¾ in. high. Rayon plush and acrylic fiber

49 N 4002 Shipping weight 12 oz. $2.99

The Sophisticates

Overflowing with personality and shaggy long-pile coats

Here's a pair of capricious characters . . with plastic curlers in their hair! They're delightful enough to intrigue teen-agers and small fry alike

Both Sophisticated Sophie and Vivacious Vera wear rayon jumpers with matching, lace-trimmed quilted robes. Sophie has drooping eyelids; Vera has bewitching cat eyes.

Their long acrylic pile coats can be groomed to stay fluffy. They stand 16 inches high. Have secure locked-in eyes. Shipping weight each 2 pounds.

(3) 49 N 4104—Sophisticated Sophie..... $5.89
(4) 49 N 4105—Vivacious Vera..... 5.89

Aristocratic Afghan $2.99

A shy lovely lady with closed felt eyes . . rayon ribbon dresses up her hair. 14 inches long with 8-inch shaggy tail. Rayon plush acrylic fiber. Cotton stuffed

49 N 4005 Shipping weight 1 lb. 8 oz $2.99

Frolicking Floppy Pup $3.99

A comical little character who's really a clown. Loves to flop in crazy positions. Bright button eyes and pompon nose, dress-up felt collar and ribbon bow. Acrylic fiber and rayon plush. About 21 inches of soft flexibility

49 N 4119 —Shipping wt. 1 lb. 8 oz $3.99

Satin-soft Chic Peke $4.59

South American dyed lamb's fur gives our wistful Pekingese the softest coat a dog could ask for. Rayon plush muzzle with button nose. Cotton felt tongue, glass eyes. Rayon satin bow. 16 inches long

49 N 4070—Shpg. wt. 1 lb. 12 oz.....$4.59

You will enjoy BIG business with this amazing NEW KIND of motion pictures

Easily run by any child from 2 to 12 any time, anywhere -- in the home or car -- on the bus or train -- yes, even in bed!

BIG TV showings Sept. thru Dec. in most all U.S.A.

Five animated comic stories

magic movies
FLINTSTONES
MEET THE FLINTSTONES ■ GOLF IS FUN! ■ THE BIG NOISE! ■ THE BOWLING CHAMP ■ WHERE ARE THE GIRLS
THE FLINTSTONES

Packed in clear, sparkling shrink film!

No. M-501

Only $1.98 retail
Packed 12 - 9 lbs.

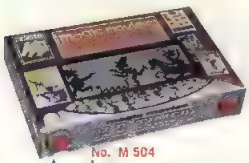
No. M-502
Popular with ALL the kids

No lights, bulbs, batteries, wires or electricity!

The characters and animal friends walk, run, jump, fly and do all sorts of things as they come and go across the magic screen.

Magic Movies are new, novel, different, entertaining and full of lasting fun.

No. M-503
Everyone loves a circus parade



No. M 504
Appeals to youngsters and oldsters alike

Order Your Magic Movies NOW for the BIG TV demand!

ASSORTMENTS
M-505-12 Packed 12 (Asst. 3 each) — 9 lbs.
M-505-24 Packed 24 (Asst. 6 each) — 17 lbs.

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Columbus, Ohio 43221 - Dean & Watson, 3777 Walhaven Rd. (614) 451-4731
Dallas, Texas 75207 - Fischel-Hazen, 1448 Dallas Trade Mart (214) 747-2798
Denver, Colo. 80204 - Edmonson Sales, 603 12th St. (303) 825-2343
Kansas City, Mo. 64113 - Woody Woodring, 449 W. 62nd Terr. (816) Hi 4-4583
Los Angeles, Calif. 90015 - J. C. Unger, 1206 S. Maple Ave. (213) Ri 8-5767
Narberth, Pa. 19072 - Freemann & Harman, 913 Montgomery Ave. (215) Mo 4-5990
Newton Center, Mass. 02159 - Robert Stiller, 21 June Lane (617) De 2-7550
New York, N. Y. 10010 - William J. Mandell, 200 Fifth Ave. (212) Ch 3-3858
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EMBREE MANUFACTURING COMPANY
10 West Mraviag Place • P.O. Box 678
Elizabeth, New Jersey 07207
Original toys since 1935

Turn the page to see the BIG NEWS about the NEW famous "Just Rub" Kaper-Kues proven big sellers for years and years!

These NEW Kopeefuns will bring YOU bigger sales and better profits

New styling
New bigger boxes
New features

BIG TV showings Sept. thru Dec. in most all U.S.A.

Yes, even GIANT copy paper, too!

$1.98 Retail
Cat. No. K-200

Kopeefun is a proven fast seller and repeater. BUT NOW, with saturation TV, Kopeefun sales are BIGGER than ever.

Kopeefun is the FIRST and BEST "Just Rub" game for youngsters and oldsters from 5 to 55. Millions of folks and children have seen, heard of, bought and played with Kopeefun again and again and again.

You just rub on the magic paper and make your own cartoons in full color from either of the two big books of cartoon parts or the comics from any newspaper. No tracing, no crayons, no messy paints.

Jam-packed full of unusual fun features:
* 32-page book of cartoon parts in full color
* 32-page book of cartoon parts to color with magic color squares
* Large supply of Magic Paper
* Magic copying stick * Magic coloring stick

$1.00 Retail
Cat. No. K-102

This popularly priced dollar size sells for visits, parties, groups, Sunday School teachers, classes, birthdays.

A LARGE SUPPLY of EXTRA SHEETS with GIANT SIZE and STANDARD SIZE
kopeefun
magic copy paper
Just rub
more fun and laughs for all!
the MAGIC PAPER
to copy comics, cartoons, pictures from newspaper issues

$.50 Retail
Cat. No. R-50

Sells automatically in conjunction with Kopeefun Kits. Contains extra large supply of both the GIANT and regular size sheets of Magic Copy Paper, with complete instructions for use. A magic stick is included, too.

Each of these BIG, colorful boxes is packed in clear, sparkling shrink film!

See other side ... sales representative

EMBREE MANUFACTURING COMPANY
10 West Mravlag Place • P.O. Box 678
Elizabeth, New Jersey 07207
Original toys since 1935

Prices and Packing

Cat. No. K-200-6	$1.98 retail	Packed	6	—	8 lbs.
Cat. No. K-200-12	$1.98 retail	Packed	12	—	15 lbs.
Cat. No. K-102-12	$1.00 retail	Packed	12	—	8 lbs.
Cat. No. K-102-24	$1.00 retail	Packed	24	—	15 lbs.
Cat. No. R-50	$ .50 retail	Packed	36	—	10 lbs.

Mold and paint your own eerie monsters or battle-storming troops . . quick and easy

Emenee's Formex "7" Casting Sets $5.69

"Create" your own Dracula, Frankenstein, Mummy and others . . paint them in horrifying colors! Simple to do . . just heat magic Formex "7" in Dyna-Cast thermal unit (comes with regular light bulb) . . pour liquid in casting molds . . dip in cooling tank. Formex "7" is a non-toxic material that can be reused again and again. Paint set included. 110–120-volt, 60-cycle AC. UL listed.
79 N 1661C—Shipping weight 4 pounds..... Set $5.69

Military Casting Set. Like above but has soldier, jeep, tank molds.
79 N 1662C—Shipping weight 4 pounds.....Set $5.69

Save this catalog . . you can buy toys on pages 441 to 673 from now until Sept. 1, 1966

Mix flesh-colored plastic in cauldron . . pour into skull mold . . let it harden to the perfect texture, then remove. Watch your favorite monster face shrink before your eyes.

Head Shrinkers Kit $3.19

Just like the witch doctors of old! You mix "powdered flesh" and "petrifying potion" . . includes enough to shrink at least 12 heads. Also 4 mask molds, cauldron, mixing rod, brush, paints and bag of hair.
49 N 1769—Shipping weight 2 pounds 8 ounces Kit $3.19

That horrifyingly hilarious TV family

Munster's Casting Set

$3.49

They're weird . . they're eerie . . they're lots of fun, too. Mold the whole Munster family and paint them wild. Just mix Castex "5" compound with water, pour into molds and let dry. Makes up to 25 frightfully funny figures with molds of Herman Munster, Lily, Eddie, Marilyn and Grandpa. Paints, brush included.
Shipping weight 4 lbs.
79 N 1734C.....$3.49

Make blocks, logs, play pipes and more with

Play-Doh® Fun Factory $2.94

Make your own building and play pieces in 12 different shapes with your own Fun Factory. Just insert one of the interchangeable dies . . add Play-Doh compound to the pressing machine. Turn edges of pieces as they come out . . use different shapes to get unusual effects on buildings, cabins, fences. "Create" whole cities with animals, trees, exotic shapes of the future. Set includes two 7-ounce cans of clean, non-toxic Play-Doh compound, 12 dies, trimmer and instruction booklet.
49 N 1695—Shipping weight 3 pounds 2 ounces Set $2.94

Place dough in mold to make your own toys

Form-a-Toy

$1.59

Press colorful dough in molds to make your own horses, cars, cowboys, soldiers and children. Fun to paint and display. Three 7-oz. packs of dough included.
49 N 1777—Wt. 2 lbs....$1.59

Color Dough

79¢ to 99¢

Keep damp to mold with fingers . . let dry for permanent objects.

Five 7-oz. pkgs., 5 colors, 4 molds.
49N1773–Wt. 2 lbs. 8 oz....79c

Set of three 1-lb. pkgs., 3 colors.
49N1775–Wt. 3 lbs. 8 oz....99c

$3.99

Big 109-pc. Magnetic Board Set teaches tot numbers and letters

Long after "fad" toys are forgotten, children come back to this. Why? It's more than just a toy. 109 capital and small letters, numbers, math signs fascinate even pre-schoolers maybe because polyethylene enclosed magnet "sticks" them to metal board. 10 extra vowels, 10 extra consonants are added for those already adept in the 3 R's. If you're still short of letters, just reverse board and write your own using the wipe-off crayons. Sponge, eraser. 20x23-in. board.

79 N 1621C—Shipping weight 5 pounds $3.99

Just say "Charge It" and pay later

$2.99

$1.99

Magnetic Letter Boards

105-piece Set

36 capitals, 38 small letters; 26 cards for letters of alphabet. Built-in magnets. Wipe-off backboard, 4 crayons. Plastic frame 20x14-in. board. Stand. Shpg. wt. 3 lbs.

79 N 1847C. ...Set $2.99

41-piece Set

36 capital letters. Built-in magnets. Steel-faced 20x14 inch board, plastic frame. Write-on backboard. 4 wipe-off crayons. Own stand.

Shipping weight 3 lbs.

79 N 1869C ... Set $1.99

$1.99

Cork Bulletin Board

Wood framed. Reverses to blackboard. 18x24 inches.

79N1606C-Wt 5lbs. $1.99

$2.99

Wall Chalk Board

Black and green surfaces. Wood frame, chalk rack. Chalk, eraser included. 37x26 in. *Allow 10 lbs. postage.*

79 N 1865L.....$2.99

Draw like magic with Etch-A-Sketch

$2.74

Turn the knobs . . lines, circles and diagonals appear under frosted glass base.

Forms anything from pictures and letters to very intricate designs. Use it again and again it's encased in tough red plastic case and cleans itself with just a shake. 9½x7½x1½ inches.

Shipping weight 1 lb. 10 oz.

49 N 1878 ..... $2.74

Draw what you see from cartoons to silhouettes Draw-A-Matic

$3.39

Brings out the artist in anyone from 8 to 80 . . with or without talent. Whatever picture you want to draw, just put in front of viewer. Without batteries or electricity, the image is reflected into paper for easy copying. Even seat your friends in front of the machine then draw them. And look what's included: large viewer, shadow box, 4 cartoons and figures ease, drawing paper, pencils, sharpener, eraser, instructions. 8½x9 inches high.

Shipping weight 2 lbs. 4 oz.

49 N 1620 $3.39

Sketch-A-Graph $1.99

Enlarge almost any color drawing to scrap book size or cut it down to wallet size . . in perfect proportion. Extends to 24 inches. 3 ballpoint pens draw in red, blue or green. Suction cups hold copy flat. Red plastic graph, 14 inches high. Complete with paper and sketch book.

49 N 1693 Wt. 2 lbs. 12 oz. $1.99

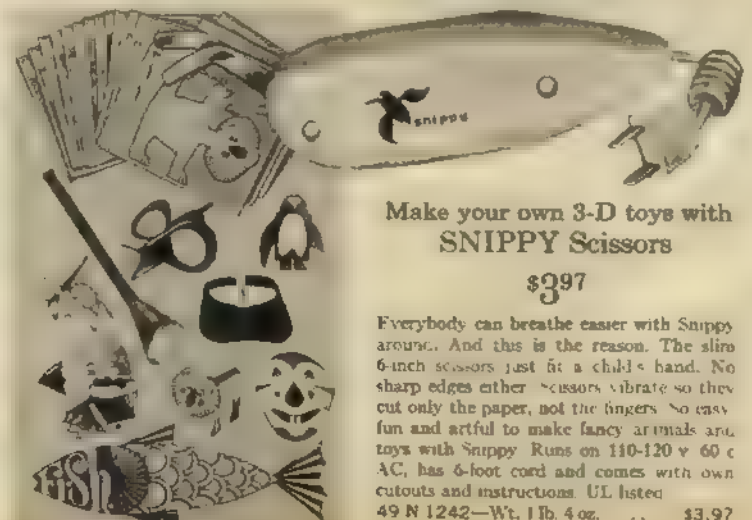
Magic Designer $4.32

Watch and marvel as Hoot Nanny's arms magically draw beautiful designs for you to color. Or use them as originals to emboss, wood burn, etc. 7x8-inch metal base. Disks, pencil, instructions.

49 N 1838 Wt. 1 lb. 11 oz. $4.32

130 Extra Colored Paper Disks.

49 N 1809 Wt. 6 oz. Pkg. 89c



Make your own 3-D toys with SNIPPY Scissors

$3.97

Everybody can breathe easier with Snippy around. And this is the reason. The slim 6-inch scissors just fit a child's hand. No sharp edges either. Scissors vibrate so they cut only the paper, not the fingers. So easy, fun and artful to make fancy animals and toys with Snippy. Runs on 110-120 v. 60 c. AC, has 6-foot cord and comes with own cutouts and instructions. UL listed.

49 N 1242—Wt. 1 lb. 4 oz. .. $3.97

Let Eaton's save you 11.76 to 15.71

61-PIECE SET of FINE ENGLISH IRONSTONE

34.99 Cash or 4.00 monthly*

If bought as open stock, prices would be 46.75 to 50.70

"Hard-fired" to obtain maximum durability and resistance to chipping, these five sets of imported English Ironstone were specially chosen by EATON'S for their clean sculptured shapes and gay sophisticated patterns. You'll find they'll blend easily with your modern or traditional dining décor . . give you constant pleasure to look at . . . evoke admiration, too. As gifts, they'll be a lasting delight. You save when you buy at EATON'S! 61 pieces include eight each dinner plates, bread and butters, cereals, fruits, cups and saucers. One each 12-inch platter, vegetable bowl, cream, covered sugar, gravy boat and stand, salt and pepper shaker, covered butter and 6-cup coffee pot. See our Fall and Winter Catalogue for open stock.

1 **Aztec.** A striking blue, yellow, green and black "sunburst" on white.
W52-R 7977. . . . 61-piece set 34.99

2 **Maplewood.** A fine-etched effect of grey leaves and berries.
W52-R 8377 . . .61-piece set 34.99

3 **Alfresco.** A stylish symmetrical design of rich ochres and greys.
W52-R 7877 . . . .61-piece set 34.99

4 **Scraffito.** A lovely classic frieze effect in black and white.
W52-R 7677. . .61-piece set 34.99

5 **Florence.** An intricate ornamental design in deep mocha brown.
W52-R 7777. . . . . 61-piece set 34.99

Remember—your credit with EATON'S requires no money down—see pages 256, 257.

6 **Floral Table Centre.** Realistic Blue and Yellow washable Plastic flowers and greenery set in white and green Ceramic base. A lovely display.
W52-R 9029. . . . . 7.95

W52-R 9030. Table Centre (not shown) as above with Pink and White flowers in brown and green Ceramic base . 7.95

SAVE FROM 4.50 TO 8.00 ON GLASSWARE. Original and brilliant Canadian Glass sculpture hand-crafted exclusively for EATON'S. Undersides have felt tips to protect furniture. 41 (Aqua), 12 (Amber)

7 **Glass Basket.** (18 inches high)
W52-R 9018C. Reg. 18.00 . . 10.00

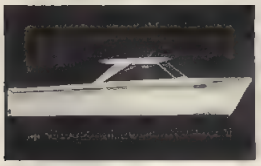
8 **Glass Ash-Tray,** (11⅞ ins. diam.).
W52-R 9020C. Ord 12.50. 8.00

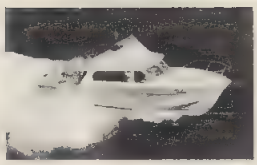
9 **Glass Bowl,** (18 inches long).
W52-R 9019C Reg. 15.00 . . . 9.00

IT TAKES ENTERPRISE TO BUILD A GREAT FIBERGLASS FLEET

Take the wheel in an Enterprise and you'll know in minutes why veteran boatmen call them magnificent. Responsive, completely stable, sea-kindly . . . high-lifting, dry riding hulls that slice through rough water without porpoising, take following seas straight and true. Hulls with the tremendous strength of fiberglass moulded by real craftsmen to the specifications of top designers. Interiors are all Enterprise, too — smart styling, spacious, with every foot put to exactly the right use, every luxurious detail meticulously crafted. Take the wheel in an Enterprise . . . and you'll know!

For information, literature, and your nearest Enterprise dealer, write





ENTERPRISE • BREUIL • HARBOUR ONE

17201 BISCAYNE BOULEVARD, NORTH MIAMI BEACH • 305/945-4211

HARBOUR 1

Build 'em, work 'em..
ERECTOR Motorized Models

$8.88 with batteries

Powermatic motor runs these working models

Battery-operated motor, *3 power take-offs*, makes each model work . . the pile driver, lunar surface probe, elevated crane, others. 300 steel pieces including hardware. Easy construction. Order 2 "D" batteries listed right, below

79N1903C—Shpg. wt. 6 lbs...Set $8.88

$5.66 without batteries

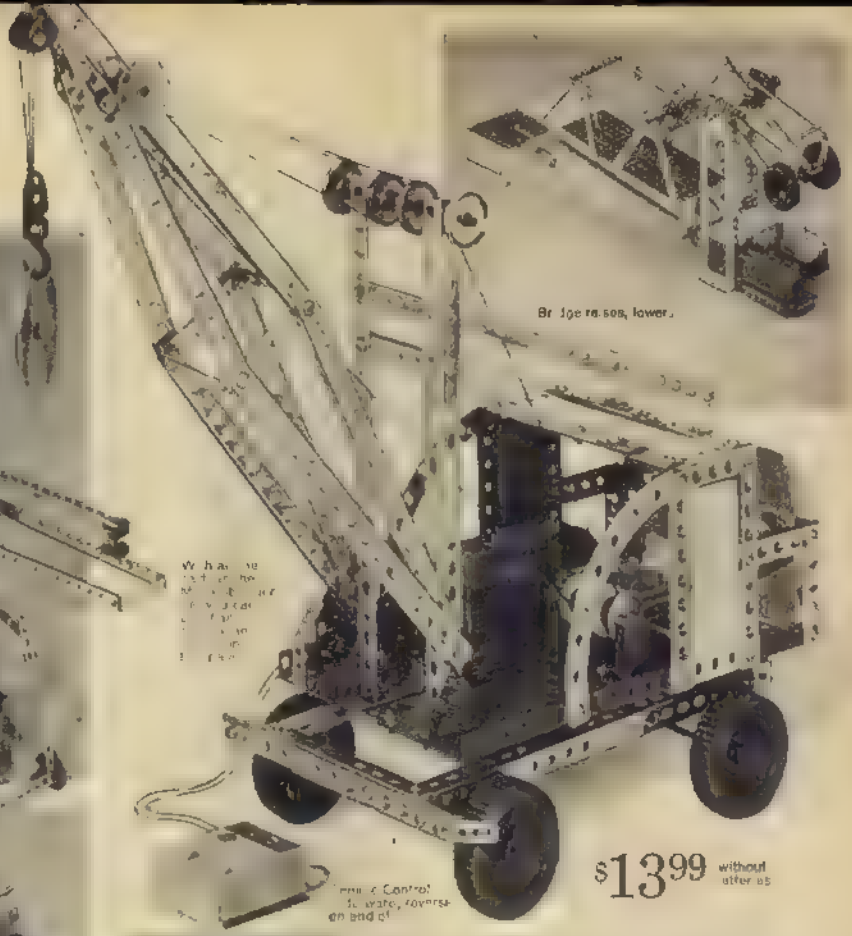
Even this Starter Set has a 1-speed motor

Build and rebuild interesting, easy-to-construct models operated by battery DC motor . . rocket service tower, radar, scanner, drill press, others. Over 200 steel parts including hardware. Order 2 "D" batteries as listed below

49N1902—Shpg. wt. 3 lbs. 1 oz. Set $5.66

"D" Battery. Shpg. wt. ea. 4 oz.

49 N 4660 .....Ea. 16c; 4 for 60c



$13.99 without batteries

Powermatic Motor . . with three power take-offs

Powermatic Hoist has 2 separate working drums

Master-builder Set with 3 Powermatic units lets you build and run big, complex structures by **Remote Control**

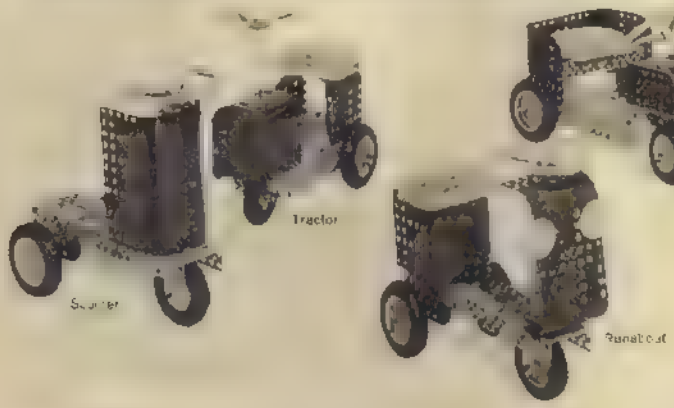
Our most complete and only ERECTOR set that enables you to build and work spectacular big models. These include a big crane that lifts, oil derrick that 'drills', elevator with revolving rotor blade—others. 440 steel pieces including hardware, packed in attractive carton for easy storage. Order 2 "D" batteries below.

Shipping weight 8 pounds

79 N 1908C. . . . . .Set $13.99

"D" Battery. Shpg. wt. ea. 4 oz.

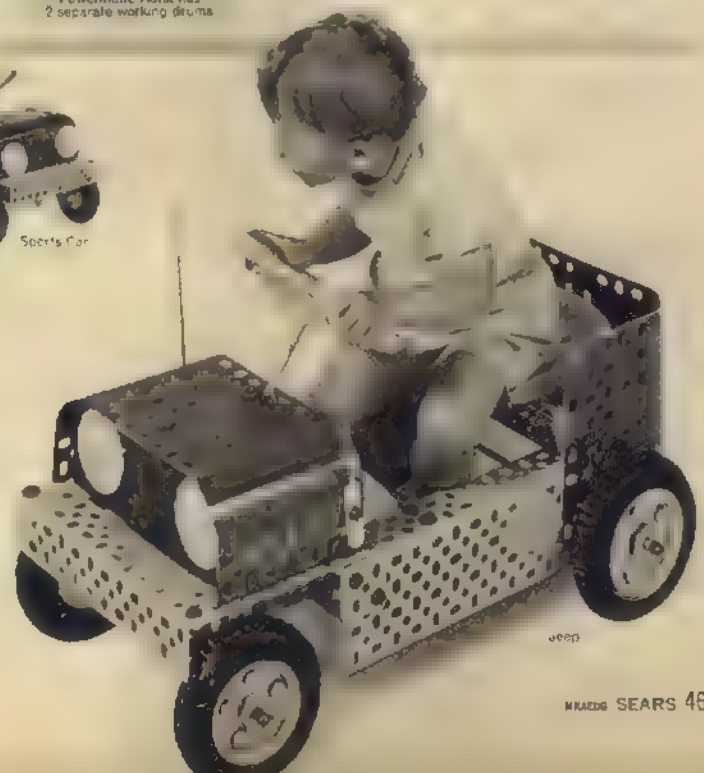
79 N 4660 . . . . . .Ea. 16c; 4 for 60c



Tractor

Sports Car

Runabout



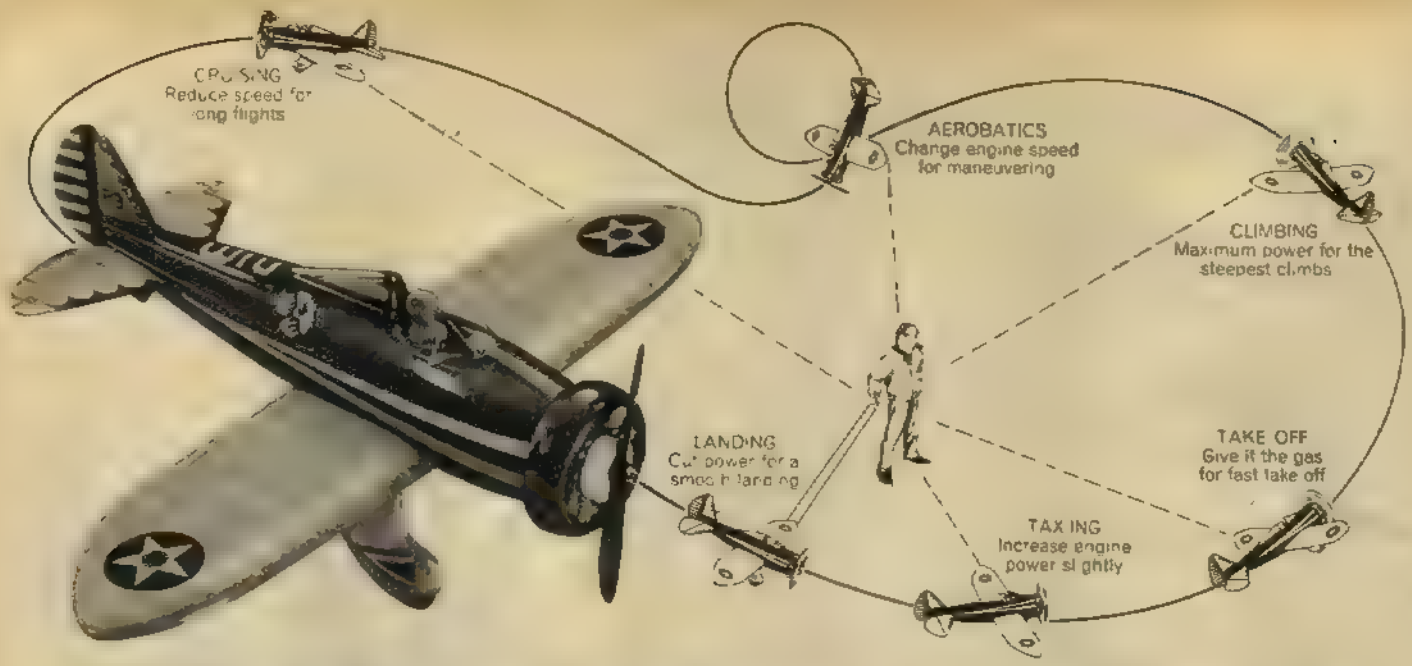
Jeep

Life-size Ride It ERECTOR Vehicles that you actually ride and steer

build and rebuild any of 5 different ones $16.99

Almost like choosing from your very own garage-full of rolling vehicles. Build any one from the more than 200 pieces. They include shaped seat, 4 wheels with tires, steering wheel, 2 wrenches, oversize nuts and bolts, big steel chassis parts and steel and aluminum structural parts. Each vehicle about 30x15x20 in. high. Instructions

79 N 1959K—Shipping weight 21 pounds.....Set $16.99



There's a new kind of excitement in flying with Wen-Mac's

THROTTLE SPEED CONTROL

Now you can regulate engine power and airplane speed

A new idea in model airplane flying. No more just turning around and around. Now you can "pour-on" the power or go into a "dead stick" dive. Powered by the famous Hot Shot .049 engine. Rugged high impact plastic. Rotomatic starter gets plane "purring" fast. Guided and controlled by remote control. Dashing styling is yours in this P-26 model . . note the open cockpit, windshield and radial engine detail. 20-inch wingspan, 17 inches long. Complete with customizing color kit. (Starter battery and accessory kit not included, order below right.)

79 N 2247CM—Shipping weight 3 pounds. $9 99

Just like sitting in the cockpit . . idle, taxi, take off . . you're in complete control when you fly the BOEING P-26 PURSUIT PLANE

U-control Planes, Cars

Your choice $6.99 without battery, accessory kit

P-39 Aircobra, World War II fighter fires 2 rockets in flight

Olive drab plastic airframe looks authentic right down to its rivet detail. Super-powered engine with removable cowl; tinted canopy 22½-inch wingspan, 21-inch long fuselage. Hand control with flight lines. (Order starter battery and accessory kit below at right.)

79 N 2253CM—Shpg. wt. 3 lbs. $6.99

PT-19 Army Flight Trainer

You control with lines and handle. Special rubber-band assembly . . crash it, see parts scatter . . put it together again. Made of tough, high-impact plastic. Dependable Cox "Babe Bee" .049 "gas" engine. 22 in. long, 22-in. wingspan. (Order starter battery, accessory kit below right.)

79 N 2274CM—Shpg. wt. 2 lbs. $6.99

Ford GT bristles with speed

Authentic design of the fastest Ford on wheels. Accelerates fast . . "gas" engine really powers it. Complete with control lines. Plastic and metal. 9 in. long. (Order starter battery below, accessory kit at right.)

49 N 2278M—Shpg. wt. 3 lbs. . . . $6.99

Ford-powered Lotus Racer

Here's an exciting scale model of the 1965 Indianapolis winner. Detailed plastic body in yellow racing color, chrome-color trim. Fast rubber racing tires. 12 in. long. Powered by the famous Hot Shot .049 "gas" engine. Control lines included (Order starter battery below, accessory kit at right.)

49 N 2267M—Wt. 1 lb. 12 oz. $6 99
49 N 2259M—Battery. Wt. 1 lb. 4 oz. .99c

Speed away on the ground or in the air with Wen-Mac's Drag-N-Fly

Complete with U-control lines $11.88

Motorized racing thrills are yours on the road or in the sky thanks to this exciting duo of a Ford-powered Lotus racer and a Marine fighter plane. Use Hot Shot engine included to power either one. Plastic construction. Plane flies at 35 MPH, measures 15 in. long. Racer 12 in. long. Fuel, battery, accessory kit included.

49 N 2256—Shpg. wt. 3 lbs. 12 oz. $11.88

Airplane and Racer Accessories

Starter battery. 1½ volts. Shpg. wt. 1 lb. 4 oz.
79 N 2259M 99c

Accessory Kit. Half-pint premium racing fuel, spout, wrench, battery wire and clip.
49 N 2250—Wt. 12 oz. . . $1.19

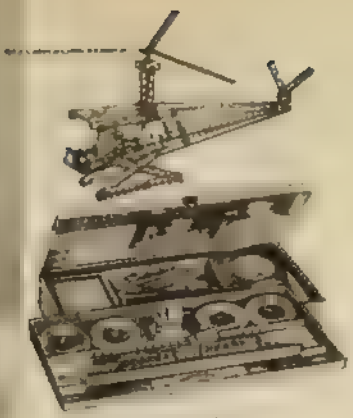
Extra Fuel. 1 pint. Wt. 1 lb. 4 oz.
49 N 2270. . . . . Can 84c

Erector Electric Lunar Vehicle Kit

AT WARDS SPECIAL LOW PRICE

WITH MOTOR, POWER PACK AND POWER HOIST

All For Only $11.88



Helicopter Set with Motor

Hook Up The Motor on giant helicopter . . big blades revolve. All steel set builds radar scanner, airplane ride, many others. Motor needs 2 "D" batteries (See Page 306.) Wt. 5 lbs. 8 oz.

48 T 2461 Set $5.99

Motorless Set

For The Young Engineer. Make mods, rocket launching platform like the kind used at Cape Kennedy, or build robots, revolving crane, bomber, bridges. Includes girders, pulleys, wheels, many more. Instructions. Ship. wt. 3 lbs.

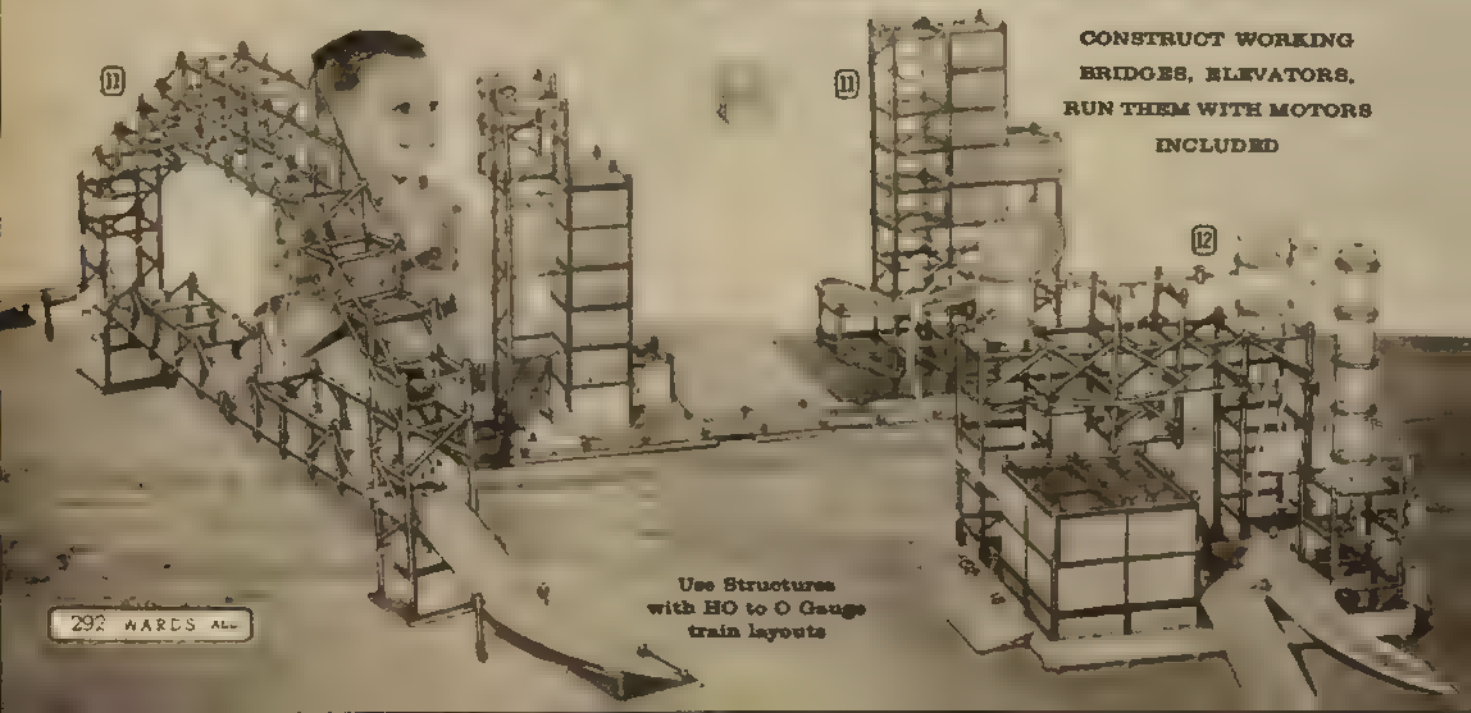
48 T 2413. Set $2.88

TODAY, THERE IS A WHOLE NEW CONCEPT IN CONSTRUCTION SETS—Gilbert Erector has met the demands of the space age with models that seem to have come right out of science fiction—so strong and rigid they can hold a man's weight! The Lunar Vehicle Set with moving parts is one of these—builds ultra-modern devices such as the Lunar Construction Crane, Space Platform, Space Scanner, Radar-Scope, Helicopter and many others. **Master set includes 58 separate items with over 200 individual pieces** including pulleys, tapered, curved and angle girders, U and base plates, wheels, axles, cones, strips, cranks, wrench, screwdriver, coil trucks, etc., and 3 extra components that *lets you operate them realistically*. Power Pack transforms 115 Volt AC house current to 3 Volts DC for operation of Power Matic motor, or any toy requiring this voltage. Reverse switch. POWER-MATIC MOTOR—powerful, rugged, versatile, operates on 3 Volts DC. 3 power take-off shafts. POWER-MATIC HOIST. Working miniature of the hoist mechanism used on freighters, giant cranes, docks, etc. Has 2 separate independently operating drums. UL Listed. All steel set includes instruction sheets.

48 T 2414—Ship. wt. 7 lbs. Kit $11.88

Kenner Sets *Build* Realistic Structures *and*

CONSTRUCT WORKING BRIDGES, ELEVATORS, RUN THEM WITH MOTORS INCLUDED



Use Structures with HO to O Gauge train layouts

IF YOU CARE ENOUGH TO BUY..
BUY THE BEST

THE BIG BRAND AUTHENTIC DETAIL TOYS... SEE OUR COMPLETE LINE
SEND FOR OUR CATALOG
THE Ertl COMPANY
DYERSVILLE IOWA U.S.A.

a catalog, I look at up to 1000 items. It's experience rather than intuition that tells me the ones to go along with."

A.J. was glad to see what seemed to him to be a swing toward more staple items at the last Toy Fair But he was a little disheartened by what he termed the "me-tooism" of some manufacturers.

A young man learning more about his job every day, Mr. Biemer is immersed in his business. He has been involved with aspects of retailing since his college days. During a slight recession a number of years ago, he was lucky enough to land a summer job with W. T. Grant in Paterson, N.J.

"Of all things, I found I began to like what I was doing. It grew on me."

So after four years of service with the Air Force—A.J. was a sergeant connected with the Public Information Service section of his base and made speeches to civilians about the importance of civil defense—Mr. Biemer enrolled in New York University and earned a M.S. in retailing. After that, he joined Sears, Roebuck and Company. Four years later, when he left, he was department manager of toys there. In 1961 he joined Hahne & Company, Newark, as toy buyer and eventually followed Harald Gormsen, now an independent toy rep, as toy buyer at S&H.

A.J. lives in Kinnelon in his native New Jersey together with his wife Joan and Albert J. III, 4; Thomas, 3; and Edward, 2.

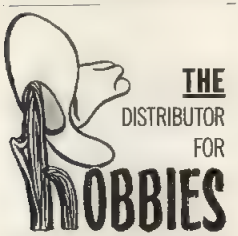
While he acknowledged his wife collects a certain brand of trading stamps, he refused to speculate how his little boys may react once they discover what merchandise daddy deals in.

...Selling Side

(Continued from page 102)

ground for a young man. "I often wonder," he muses, "why more boys coming out of college don't look for jobs with smaller companies where the opportunities for wider experience and personal growth can be

YEAR 'ROUND SELLERS!
WARREN Built-Rite PRODUCTS
Adult & Children's Puzzles
Sewing Cards — Play Kits
Checkers — Checkerboards
Bingos-Game Assortments
Card Games — Fun Kits
Inlaid & Junior Puzzles
WARREN PAPER PRODUCTS CO. LAFAYETTE, INDIANA



THE DISTRIBUTOR FOR HOBBIES
WEST OF THE ROCKIES
SINCE 1933
WESTERN MODEL Distributors
2080 East 25th Street, Los Angeles, Calif. 90058
1465 Factor Avenue, San Leandro, Calif. 94577
2602 West Encanto Blvd., Phoenix, Arizona 85005

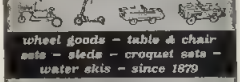
Quality Toy Makers for all children
REMCO
EVERY BOY WANTS A REMCO TOY... AND SO DO GIRLS
REMCO INDUSTRIES
Cape May Street, Harrison, N. J.

Elegant new look for '65

Doughboy pools are nationally advertised and promoted. They're America's best known, best selling swimming pools
Doughboy
DOUGHBOY INDUSTRIES, INC
HOME OFFICE, New Richmond Wisconsin
FACTORY West Helena, Arkansas

GARTON
America's Profit Line

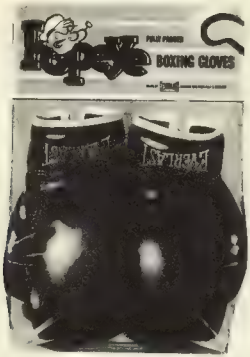
wheel goods – table & chair sets – sleds – croquet sets – water skis – since 1879



Garton TOY COMPANY
SHEBOYGAN • WISCONSIN

EVERLAST SPORTING GOODS MFG. CO., INC.

POPEYE BOXING GLOVES



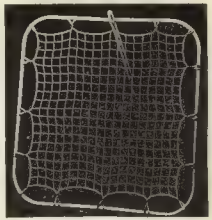
Popeye's gloves are made of stronger softer Everhide. Scientifically proportioned by age groups. Fully padded, self-reinforced curved thumb — and full pocket mean greater safety, better fit, longer wear.

Stock No.	Mfg. No.	Age Group	Per Pair
492–769	1150	Up to 4 Years	$ 2.50
492–785	1152	Up to 9 Years	3.25
492–793	1153	Up to 14 Years	3.95

Twelve pair in a carton

TENNESSEE IND.

PITCH BACH DELUXE



Pitcher training device, easily adjusts to any size pitcher and will return any ball thrown from any distance. Strong steel construction and an indestructible nylon net makes Pitch-back one of the most durable pieces of play equipment. Size, 35-inches square.

Stock No.	Mfg. No.	Wt. per ctn.	Each
493–114	1801	4½ lbs.	* $ 6.95

One in a carton

BIG LEAGUER - PITCH BACK

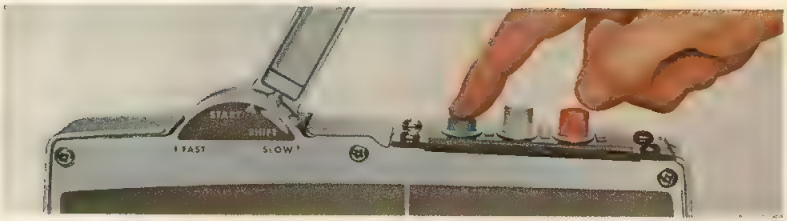
Has a tough nylon net - Adjustable strike zone - Adjustable for any ball any distance and any angle - Frame work and supports are all steel. Size-36 x 54-inch.

Stock No.	Mfg. No.	Wt. ctn-	Each
486-159	1901	7 lbs.	* $ 9.95

One in a carton

* Factory Suggested Resale Price

90 horses start feeling their oats



...the instant you give them the word

Now — brute power is at your finger-tip command.

Evinrude's Starflite 90-S is unique — not just because of its thrilling performance — but because of the way you control it. You push a button for neutral — another for forward — another for reverse. Your orders are carried out instantly — electrically — at the touch of your finger.

Push-button electric shifting is teamed with independent throttle control. You can set the throttle to maintain headway — and "play" the buttons to "grease it in" for a perfect landing — even with wind and current or tides to contend with. Starting and picking up skiers — any situation that demands precision — is handled more confidently.

The 90-S is a rare blend of luxury and efficiency. Automatic power tilting is available. Fuel economy is at an all-time high.

Combine the sizzle of the 90-S with the ride of Evinrude's Sweet-16 gull-wing runabout (as shown) and you have the most satisfying package in boating.

You can satisfy yourself on that point with a test drive at your nearest Evinrude boat and motor dealer.

FREE! Two new catalogs. 1965 motors and boats. At your dealer, or write Evinrude Motors, 4082 N. 27th St., Milwaukee, Wis. 53216

EVINRUDE

FIRST IN OUTBOARDS

IN CANADA, PETERBOROUGH, ONT.
DIVISION OF OUTBOARD MARINE CORPORATION

NFL Electric Football with 36x21-inch gridiron

All the exciting action of real football on this vibrating gridiron. Cross-buck, screen pass, end around and more. 2 teams of life-like 3-dimensional players clash while 6 substitutes wait to be called in. Separate kicker-passer, magnetic football. 3-man yardage marker, goal posts. Metal grandstand with 2 workable scoreboards, flying pennants. Steel framed hardboard. Plays and instruction sheet. UL listed, 110–120-v., 60-c. AC. Shpg. wt. 12 lbs.

79 N 3011L..... ..$9.99

$9.99

You're the offense and use levers to move ball down field . . defense turns dial to stop you

Big Play Football

$6.99 without batteries

By selecting one of 14 levers, offense chooses from possible plays that occur in real NFL action. Defense counters with one of four proved NFL defenses. "Selectromatic Quarterback" records action. Scoreboard lights up to show whether offense or defense made the "Big Play." 28x15-in. hardboard playing surface. Metal frame. Uses 2 "D" batteries (order below).

79 N 304C—Shipping weight 6 lbs. $6.99

"D" Battery. Shipping weight each 4 oz.

79 N 4660..... Each 16c; 4 for 60c

Crowd fills 3 sides of double-deck stands

Players run, block, tackle, receive passes in NFL Big Bowl Electric Football

$11.99

Surging excitement of a big crowd in a double-deck grandstand, only from Sears. Just set up your formations and watch 3-dimensional players clash on 36x21-inch field Vibrating coil in field keeps men in action. Spectacular kicker passer throws and boots magnetic ball. 3-man yardage marker and scoreboards keep track of the action Set includes pennants, goal posts, 3 magnetic footballs, instructions and NFL plays Paints and brush for painting players. Steel frame, plastic corners Cord, cnl operate on 110–120 volt, 60-cycle AC. UL listed. Partly assembled.

79 N 2961 -Shipping weight 13 pounds..... $11.99

44 players . . paint them to make 4 teams

$5.44

Electric Pro Football played on 29x15-inch gridiron

A flick of the switch and 2 teams of 3-dimensional players go into action. Dual-action kicker-passer throws forward passes and boots field goals. Metal grandstand, hardboard field. Also 2 scoring devices, goal posts, magnetic ball, yardage marker. Steel frame. Instruction booklet included. UL listed, 110–120-v., 60-c., AC.

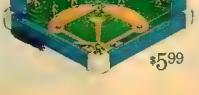
79 N 104C—Shipping wt. 7 lbs. . $5.44

Foto-electric Football

$5.99

Quarterback your own team. Lighted gridiron shows plays in motion . . the action, suspense of pro games. "Hall of Fame" set includes offensive and defensive play cards, dials for kicks and runs, scoreboard. Laminated cardboard. UL listed, 110–120-v., 60-c. AC.

49 N 114C—Wt. 5 lbs.. $5.99



$5.99

Electro-magnetic Baseball push buttons to pitch, bat

Touch of button delivers complete variety of "pitcher's specials." Arm powered by electromagnetic coil. Second player presses a button and lever-action bat slams magnetic ball into play. 9 stationary metal players, scoreboard. Hardboard base 19x19 in., steel frame. UL listed, 110–120-v., 60-c. AC. Wt. 6 lbs.

79 N 418C.... .....$5.99

The "Mediterranean" Group

New ... today ... with a touch of tomorrow! You are assured of perfect comfort as well as distinctive style with this luxurious new ... ite Constructed of selected Pecan lumber finished in either **Fruitwood** or **Oil Walnut**. Base construction of prefil webbing. Button tufted backs of webbing and 2" polyfoam. Foam rubber seat cushions encased in custom zipper enclosures. Upholstered in multi-colored **Floral Print** in Fern, Brown Orange, Aqua/Green, Gold/Green or Blue/Tan, or in rayon/satin **Boucle** in Tangerine, Fuse Blue Gold, Black or Red ... ... rayon/satin **Damask** in Blue/Green, Fern, Champagne, Rose, Gold or Toledo. Fabric swatches furnished upon request. **Specify Fabric, Color and Finish.**

16524F6413—Armless Chair. 27½" W. x 20" D. x 32" H. Ship. wt approx 40 lbs.
Sugg. Retail $102.50

16525F2413 Lamp Table. 23½" L. x 23½" D. x 25" H. Ship. wt. approx. 25 lbs.
Sugg. Retail $38.50

16526F14763—Sofa. 79½" L. x 21½" D. x 32" H. Ship. wt. approx. 80 lbs.
Sugg. Retail $235.95

16527F6525 Cane Barrel Chair 27" W. x 21" D. x 30" H Ship. wt. approx. 50 lbs.
Sugg. Retail $104.50

16528F2831—Coffee Table. 54" L. x 17½" D. x 15½" H. Ship. wt. approx. 35 lbs.
Sugg. Retail $45.50

High Back Armless Chair

16528F7186—High Back Armless Chair. 27½" W. x 20" D. x 40½" H. Ship. wt approx. 50 lbs. **Specify Fabric, Color and Finish as listed at left.**
Sugg. Retail $114.95

16530F6275—Occasional Chair. 27½" W. x 20½" D. x 30" H. Ship. wt. approx. 40 lbs **Specify Fabric, Color and Finish as listed at left.** **Sugg. Retail $100.50**

Occasional Chair

Danish Modern Sofa Bed

A sofa bed that will enhance any decor. The gentle flowing lines make this an extraordinary piece of Danish Modern furniture Constructed of selected American Elm lumber finished in Oil **Walnut** or **Nut Brown.** Base construction of steel bands and helicals with covered felt mat Reversible foam rubber seat cushion. The back is also of foam rubber. Cane panel under arms. Upholstered in Duran **Plastic** with elastic supported back in Bisque, Rawhide, Medium Green, Ginger, Green, Red, White, Black, Tangerine, Turquoise, Gold, Oxblood or Grey; or in rayon/cotton slub weave multi-color **Tweed** in Chocolate Brown, Turquoise, Brown, Gold, Mint or Amber Fabric swatches furnished upon request. **Specify Fabric, Color and Finish.**

13761F14369—Sofa Bed. Sofa by day, bed by night 78" long x 22" deep x 29" high Shipping wt 116 lbs **Sugg. Retail $229.99**

Sofa Bed or Couch

Danish Modern Lounge Chair

16531F4625—Lounge Chair. A handsomely proportioned chair with distinctive styling. Base construction of steel bands and springs Foam rubber seat and back cushion encased in zippered covers. Constructed of selected Elm finished in either **Oil Walnut** or **Nut Brown.** Upholstered in a cotton rayon modern textured **Tweed** fabric in Aqua, Ginger, Toast Gold Cactus or Russet. 26" W. x 19½" D. x 28" H. Ship wt. 35 lbs. **Specify Color and Finish.** **Sugg. Retail $73.95**

"Mr. & Mrs." Lounge Chair

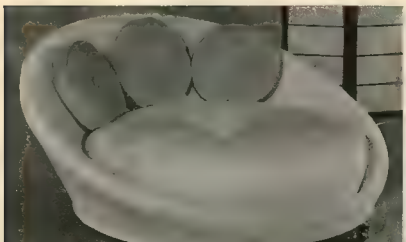
Fashionable yet practical these attractively designed chairs will provide the utmost in comfort. Seat construction of prefil webbing with 3" foam rubber cushion. Button detail. Backs of 2" poly foam. Frame of select solid Elm finished in **Nut Brown** or **Oil Walnut.** Upholstered in **Tweed** in Green, Blue, Grey, Amethyst, Tangerine, Beige or Black, or in supported back **Plastic** in Bisque, Green, Tangerine, Rawhide, Red, Black, Turquoise, Medium Green, White, Gold, Ginger, Grey or Oxblood. Fabric samples furnished upon request. **Specify Fabric, Color and Finish**

15855F6356—"Mr." Lounge Chair. 28"W x 20"D. x 39"H. Ship. wt. 40 lbs.
Sugg. Retail $101.50

15857F6038—"Mrs." Lounge Chair. 28"W x 20"D x 28½"H Ship. wt. 30 lbs.
Sugg. Retail $96.50

Lounge Chair

16532F5631—Lounge Chair. Smartly styled to add comfort as well as beauty to your home. Attractive cane panel under arms. 26½"W. x 18"D. x 36"H. Ship. wt. 25 lbs. **Sugg. Retail $69.95**



16995F13188—**Circle Chaise.** The ultimate for luxurious lounging. Curl up comfortably in this extra large 5' diameter chair. Three throw pillows for added enjoyment. Features decorative brass casters. Constructed of no-sag spring base, hair and cotton back and arms with polyfoam padded seat. Upholstered in exquisite 100% **Nylon Frieze** in Gold, Turquoise, Brown, Beige, White or Coral. The three throw pillows are covered in Corduroy in Purple, Orange, White, Gold or Green. 60" W. x 56" D. x 31" H. Ship. wt. 150 lbs. **Specify Colors.** Fabric samples furnished upon request. **F.O.B. Indiana Factory.**
Sugg. Retail $211.00

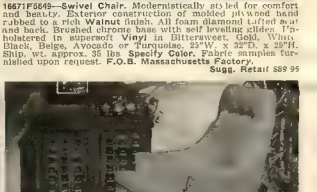
16671F5649—**Swivel Chair.** Modernistically styled for comfort and beauty. Exterior construction of molded plywood hand rubbed to a rich **Walnut** finish. All foam diamond tufted seat and back. Brushed chrome base with self leveling glides. Upholstered in supersoft **Vinyl** in Bittersweet, Gold, White, Black, Beige, Avocado or Turquoise. 25"W. x 32"D. x 29"H. Ship. wt. approx. 35 lbs. **Specify Color.** Fabric samples furnished upon request. **F.O.B. Massachusetts Factory.**
Sugg. Retail $89.95

Swivel Rocker and Ottoman

16672F4994—**Swivel Rocker and Ottoman.** Outstanding comfort and neat appearance are combined in these smart new pieces. This bucket seat swivel rocker features molded plywood arms hand rubbed to a rich **Walnut** finish and no-sag spring construction with foam cushioning. Ottoman has foam padded top, deep and swivel. Both rocker and ottoman have black tubular steel bases with self-levelers. Upholstered in supersoft **Vinyl** in Black, Avocado, Gold, Beige or White. Chair 24"W. x 27"D. x 27"H. Ottoman 24"W. x 16"D. Ship wt. both items approx. 87 lbs. **Specify Color. F.O.B. Massachusetts Factory.** **Sugg. Retail $79.95**

Occasional Chair

16130F5263—**Occasional Chair** with 4" foam rubber cushion, 1" polyfoam padded back panel with base construction of steel bands and helicals with covered felt pad. Select solid Elm frame in **Oil Walnut, Nut Brown or Ebony Finish.** Upholstered cushion-backed plastic in **Turquoise, Medium Green, Bisque, Black, White, Rawhide, Tangerine or Gold.** 25" W. x 26" D. x 25½" H. Ship wt. 35 lbs. **Specify Color and Finish. F.O.B. North Carolina Factory.**
Sugg. Retail $83.95

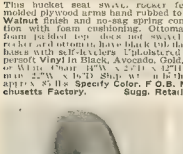


16673F8005—**Swivel Rocker.** Cane filled. Traditional with pitch welded and covered felt pad. Back of webbing with polyfoam and cotton. Arms of ribbon cane hair and cotton. Metal swivel base finished in Walnut. Upholstered in **Tweed** in Green, Beige, Grey, Black, Blue, Tangerine or Aqua Tweed or in **Plastic** in Turquoise, Medium Green, Beige, Black, White, Rawhide, Tangerine or Gold. 29"W. x 27"D. x 36"H. Ship wt. 60 lbs. Specify Fabric and Color. **F.O.B. North Carolina Factory.**
Sugg. Retail $127.95

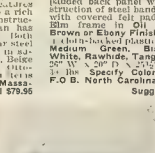
16674F2356—**Swivel Ottoman** to match above. Pyramid with 2" polyfoam. Metal swivel base finished in Walnut. 24"W. x 18"D. x 12"H. Ship wt. 18 lbs. **Specify Fabric and Color.**
Sugg. Retail $37.50

Molded Upholstered Chairs and Adjusta-Hite Table by THADEN

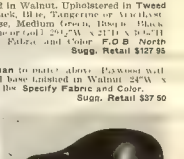
The bodies of this "Dynamic" furniture are laminated from many layers of Hessian Cloth impregnated with polyester resin. They are unaffected by extremes of temperature and are highly resistant to moisture. A soft textured Black fabric outside cover is integrally molded into chair bodies. Inside shells are padded with polyfoam throughout. Available in a textured **Tweed** fabric in Charbrown, Iridescent Beige, Gold, Olive, Blue/Green, Red/Purple or Burnt Orange, or in **Vinyl** in Antique White, Black, Gold, Dark Green, Brown, Crimson, White or Turquoise. Fabric samples furnished upon request **F.O.B. North Carolina Factory.**



16675F2683 — **Swivel Armless Chair** with Black metal base. 19½"W. x 22"D. x 30"H. Ship. wt. 18 lbs. **Specify Fabric and Color.**
Sugg. Retail $52.15



12898F4064—**Adjusta-Hite Table.** Can be adjusted to any height between 19" to 30½". 30" diameter plastic top in Walnut or White. Wrought iron base in either Black or White enamel finish. Legs have self-leveling glides. **Specify Top and Base Finish.** **Sugg. Retail $72.25**



16676F4298—**Swivel Arm Chair** with Black metal base. 24"W. x 27½" x 27½" Ship wt. 25 lbs. **Specify Fabric and Color**
Sugg. Retail $76.40

Fabric Samples Furnished Upon Request

G.I. JOE

America's Action Soldier with 21 movable parts

G.I. Joe is ready for action with his 27-piece Machine Gun Emplacement Set

Value-packed set sold only by Sears **$4.89**

Gift set includes G.I. Joe plus all the equipment he needs to set up a strong defensive outpost. G.I. Joe is 11½ inches tall, fully jointed plastic . . takes any combat-action pose. He digs in behind 5 cloth sandbags. With M-1 rifle, bayonet, grenades, ammo box and machine gun on tripod, he has plenty of firepower. He wears camouflaged fabric jacket and pants with plastic helmet, fatigue cap, boots, cartridge belt, first-aid pouch. Also stripes, insignia, dog tags, Marine manual

49 N 5931 –Shipping weight 1 pound 5 ounces. . . . . Set $4.89

1 $2.19 each

Action Soldier

2 $2.19

Action Marine

3 $2.19

Action Sailor

4 $2.19

Action Pilot

Pick the branch of service you want G I Joe to join and he is ready for orders His 21 movable parts let him take any combat pose—crouching, carrying and shooting a rifle, standing to hurl a grenade, even lying low in a foxhole. He's 11½ inches tall, hand-colored plastic and lifelike down to the scar on his cheek Each model comes in basic fabric uniform with authentic detail. Also plastic boots, cap, metal dog tag, and training manual that tells about his branch of service and equipment

1 **Soldier.** G I. Joe stands by in army-green fatigues and cap, combat boots

49 N 5902—White soldier. Wt. 10 oz. $2.19

49 N 5917—Negro soldier Wt 10 oz. 2.19

2 **Marine.** G.I. Joe takes boot training in camouflaged fatigues and cap, combat boots.

49 N 5913 Shipping weight 10 oz. . . . $2.19

3 **Sailor.** G.I Joe is on deck in his work shirt, pants, boots and cap

49 N 5918—Shpg. wt. 10 oz . $2.19

4 **Pilot.** G.I. Joe is ready to patrol the skies in his zippered fabric jump suit, boots, cap and insignias

49 N 5925 Shpg. wt. 10 oz $2.19

Save this catalog . . . you can order any of the toys listed on pages 441 to 673 from now until September 1, 1968

The name's STONY
. . over 11 inches tall
with movable head,
shoulders, elbows, hips, knees

$1.88

36-piece Stony Paratrooper Patrol Outfit $8.99

Take command . . your patrol awaits. Brief them, arm them . . move out to the attack. Four tough paratroopers, each 11½ inches tall. Fully jointed to stand, salute, sit, crouch, hold rifle, man machine gun. Plastic. Olive uniform, natural color face and hands. Full equipment includes weapons, tent, cot, sleeping bag, footlocker, eating utensils, K rations everything for a patrol
49 N 5943—Shipping weight 4 lbs. 12 oz. . . $8.99

Stony Paratrooper only. Single figure same as in paratrooper patrol and as shown at left. 11½ in. high. Plastic. With helmet but no other equipment.
49 N 5967—Shipping weight 1 lb. $1.88

32-piece Equipment Set only. Same as shown in paratrooper patrol illustration above. Olive plastic. (No paratrooper figures included.)
49 N 5968 Shipping weight 1 lb. 8 oz. . . Set $1.88

Johnny West
$2.44

Straight from the range comes this tanned cowboy in full western garb . . right to chaps, boots and spurs. Solid plastic, 11¾ inches tall! Many jointed so he can squat, sit, kneel, hold and aim his rifle—even ride a horse. Complete outfit of plastic guns, knife, canteen, cooking equipment . about 20 pieces.
49 N 6092—Wt. 1 lb 4 oz.. $2.44

Cherokee Indian
$2.44

Authentically detailed figure of member of famous tribe in molded plastic "buckskins." 11⅝ inches high. Movable joints let him kneel, sit, "run" . . pose in many other positions. Set includes an array of battle weapons, headdress, ceremonial accessories . . about 23 plastic pieces in all.
49 N 5960—Wt. 1 lb. 8 oz.$2.44

Thunderbolt
$1.99

Spirited steed . . ready for Johnny West or the Cherokee. 13¾ in. high, 14¾ in. long Buff color and white. Includes blanket and bridle for Indian . . saddle, halter, stirrups and rifle holster for cowboy. All of detailed plastic. Wt 1 lb 10 oz
49 N 6091 . . . . . $1.99

Save 6%
Buy all 3 for $6.44

Johnny West, Cherokee Indian and Thunderbolt sets, at left, combined into one big set at money saving price. Shpg. wt. 5 lbs.
49 N 5983C. . . . . Set $6.44

AMERICA'S MOVABLE FIGHTING MAN

No. 7500—G I Joe Action Soldier—Fantastic G. I. Joe has 21 movable parts. He stands, kneels, charges! So brilliantly engineered that all 21 key parts of his sturdy husky body can be individually activated to make possible every soldierly position. **$4.00**

SOLDIER SETS

7510	Combat-Rifle Set	$1.40
7514	Bivouac-Machine Gun	1.40
7501	Field Jacket Set	3.50
7513	Pup Tent Set	4.50
7502	Combat-Field Pack Set	3.50
7530	Mountain Troops	3.50
7512	Sleeping Bag Set	3.50
7531	Ski Patrol	5.00
7520	Radio & Telephone	1.80
7526	Helmet & Small Arms	1.20

SAILOR SETS

7601	Sea Rescue Set	$3.00
7602	Underwater Demolition	5.00
7618	Machine Gun	1.20
7619	Dress Parade	1.20
7603	Frogman-Scuba Top	1.60
7604	Frogman-Scuba Bottom	1.00
7605	Frogman Accessories	1.00
7606	Frogman Scuba Tank	1.20
7602	Deep Sea Diver	5.00
7610	Helmet Set	1.00
7607	Navy Attack Set	3.00
7612	Shore Patrol Set	5.00
7616	Shore Patrol Helmet	1.20

G. I. Joe Footlocker—A sturdy, handsome footlocker; an exact scaled-to-size replica of the original footlocker that every G. I. uses to store his uniforms, equipment, and weapons. It's authentic even to its special removable compartment, rope handles, brass hinges and fixtures. Official G. I. Joe insignia is stamped on cover, and there is a special "stenciled" area for name, rank, serial number. **$4.00**

No. 7006—U. S. Army Jeep Combat Set—Ruggedly styled, official regulation jeep with realistic variable engine sounds, controlled by 3-speed gear shift lever — adjustable windshield lowers to combat position — heavy duty rubber-like tires — workable hitch-action trailer — tailgate raises and lowers into position — recoilless rifle, tripod mounted, swings 360° in azimuth, 45° in elevation — 4 rocket projectiles — battery operated searchlight, revolves 360°. **$15.00**

RIFLES

No. 0672—Buffalo Hunter Set—Shootin' Shell Winchester Rifle, 26" long, Fanner Pistol 9" long and Holster Set, with safe, flexible 9" Buffalo Hunting Knife in belt scabbard. Rifle has secret trigger for rapid firing of Greenie perforated roll caps, magazine storage for extra shells. Pistol loads 6 Shootin' Shells for rapid fanning or single shots. Rawhide Holster and Belt contain 6 Shootin' Shell cartridge cases. 3 extra cartridges, 30 bullet noses. **$8.00**

No. 0607—Indian Scout Rifle—An authentic replica of the rolling-block rifle used by the Army Cavalry, and favorite of Indian Scouts, Buffalo Hunters, etc. Shoots Shootin' Shells, fires Greenie Stik-M-Caps . . . has front and rear sights. Blue steel barrel, zinc diecast mechanism, wood grain stock and grip. Comes with 2 shell cartridges and 6 bullet-noses. 29¼ inches long. **$2.50**

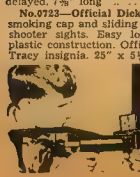
No. 0661—New Winchester—Another authentic Winchester rifle—now with Shootin' Shell action and other new features. When gun is loaded, pull trigger, or cock the lever, to fire Greenie Stik-M-Cap and shoot safe bullet-nose through barrel. Cock lever and cartridge is ejected. Also uses Greenie Perforated Roll caps. Trigger Single shots or blazing rapid-fire action with secret automatic trigger. Secret compartment in barrel for storing extra Shootin' Shells. Rifle has wood grain stock and grip, all-metal mechanism. Comes with 2 Shootin' Shell cartridges, 6 safe bullet-noses 26" long. **$3.00**

No. 0541—Guerrilla Gun Set—Everything needed for make-believe warfare! Continuous fire-power with fully automatic, 50 shot camouflage machine gun with snap-on sling strap; authentically styled camouflage-patterned poncho; commando beret with official insignia; safe, completely flexible commando knife, "leather" belt scabbard. **$7.00**

No. 0542 — Guerrilla Gun & Booby Trap Set — This exciting new set features the Guerrilla Gun and the new Guerrilla Booby Trap. Package 26" x 8" x 2¼". **$5.50**

No. 0707 — Guerrilla Booby Trap — It's a booby trap, a demolition blaster, an attack signal, etc. The amazing Guerrilla Booby Trap fires up to 5 Greenie Stik-M-Caps or Greenie Perforated Roll Caps at once! Detonation can be immediate or delayed. 7⅝" long **$1.50**

No. 0723—Official Dick Tracy Tommy-Burst—This automatic cap-firing gun has smoking cap and sliding bolt action. Holds 50 Greenie Perforated Roll Caps. Sharpshooter sights. Easy loading, with rugged all-metal mechanism, tuff-to-break plastic construction. Official Dick Tracy insignia. 25" x 5½". **$3.00**



No. 450
GUN THAT SHOOTS AROUND THE CORNER. New! Gun Shoots at right angle in either direction, straight ahead, or any angle in between. Accurate mirror-sight. Gun barrel swivels 180 degrees. Semi-automatic: shoots soft rubber balls (10 included). **$4.50**

HOLSTER SETS

8256

No. 9056—Bonanza Top Grain Double Holster Set w/2 Ranger Repeating Pistols—Authentic hip-slung design of natural top grain leather with stud adjustment on belt. Western embossed motifs feature BONANZA name. 3 silver bullets, large embossed bronz buckle. **$5.00**

9056

No. E-9156—Marshal Top Grain Double Holster Set w/2 Ranger Repeating Pistols—Beautifully embossed fast-draw design of contrasting natural top grain and redwood alligator leathers, featuring Western motifs with name MARSHAL on cross straps. Decorated with many jeweled bronze conchas, bright red jewels, 6 silver bullets. Center belt adjustable to size, removable studs — large embossed prong buckle. **$5.00**

E-9156

No. 8256—Texan Fast Draw Double Holster Set w/2 Ranger Repeating Pistols—Beautifully decorated fast-draw double holster of contrasting suntan smooth and redwood alligator leathers featuring many colored conchas, highlighted with stencil decoration. Hip-slung style belt, large embossed prong buckle and 3 bullets. **$4.00**

P-5350

No. 6254—Texan Fast Draw Double Holster Set w/2 Repeater Pistols—Stylish set features fast-draw pockets decorated with beautiful floral design on front and back pockets. Removable belt, embossed nickel slide buckle. **$2.00**

No. P-5350—Lucky Buck Tiny Tot Double Holster Set w/2 Single Shot Pistols—Fast draw holster of natural top grain leather featuring floral embossed front pockets, contrasting redwood alligator leather back pockets. Removable belt with nickel prong buckle and 3 silver bullets. 8 silver play dollars — 12 extra cutouts on back of box. **$2.00**

6254

No. 5650—Jr. Ranger Tiny Tot Double Holster Set w/2 Single Shot Pistols—Tiny Tot western outfit includes double holster, matching cuffs with stenciled decorations, jewels. Plastic belt with nickel slide buckle. Complete with plastic canteen, shoulder strap, colorful neckerchief with clasp. **$2.00**

5650

NO. 7 DOUBLE HOLSTER ASSORTMENT

No. 7—Double Holster Assortment—A nice assortment of Texan double holsters each with 2 repeater pistols. Each has removable belt, large prong buckle. One decorated with jeweled conchas; one with natural top grain leather; one of contrasting redwood water grain and natural basket weave leathers. A truly nice assortment that will please most anyone. Each. **$3.00**

NO. 4 ASSORTMENT

No. 4—Li'l Pal Tiny Tot Holster Assortment w/2 Pal Single Shot Pistols—Includes 3 different styles of holsters — a shearling, fast-draw and top grain holster. Includes removable belt with nickel slide buckle. Colorful gift box with full overwrap — cutouts of Western Playtown on back of box. Each. **$1.00**

PISTOL ASSORTMENT

No. 805—Halpern Pistol Assortment—2 Dozen Assorted Pistols with Display Rack in Carton. Consisting of 6 each — No. 2000 Bronco, No. 2500 Pinto, No. 3500 Buffalo Bill, No. 4000 Smoky Joe. **$18.00**

JOHNNY WEST RIFLE

No. 278—Johnny West Rifle—Constructed of high impact plastic in characteristic wood graining and blue steel, this lever action cap shooting rifle has adjustable sling and measures over 24" long. Carries all the features of more expensives rifles. .. **$2.00**

Spiral Sorting Bank

No. 910—Spiral Sorting Bank—A radically new Visual Bank that separates, stacks and counts all coins automatically. Each denomination can be removed INDIVIDUALLY, ready for the coin wrapper. Has place for bills. Multicolored plastic. 6½" high. **$2.00**

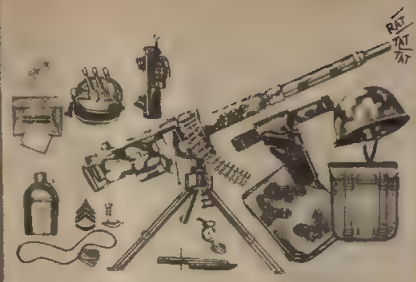
ZING-A-RING

No. 1245—Zing-A-Ring—An action and skill game for boys and girls. Slide the plastic ring in the Zing-A-Ring gun and you're ready for fun. See how many rings you can catch with the plastic ring catcher. Can be played by the whole family, indoors or out. **$2.00**

.50-caliber machine gun chatters as red muzzle recoils and shell cartridges fly out . . 2 cap-firing grenades land with a "bang"

Jungle Gunner Set $3.99

Hack your way through the underbrush with flexible machete. Tote 23-inch camouflaged machine gun to your position . mount it on sturdy detachable tripod Wear helmet with camouflage netting as you sight advancing enemy with binoculars. Ready grenades with single-shot caps (not incl.). Plastic.
79 N 2545C—Shipping weight 3 pounds..... $3.99



Gung Ho Commando Outfit $8.99 without batteries

Enough equipment for any assignment. Battery-powered 31-inch machine gun roars, flashes . ammo belt moves. Wear 45-cal pistol with holster, belt, knife, sheath Also camouflaged helmet, poncho, dog tags, insignia. Carry walkie-talkie, wrist compass and field pack with full mess kit, canteen, map, case. Plastic. Order 3 "D" batteries below.
79 N 2607C—Shipping weight 7 pounds..... $8.99
79 N 4660—"D" Battery. Shpg. wt. each 4 oz.... Each 16c; 4 for 60c

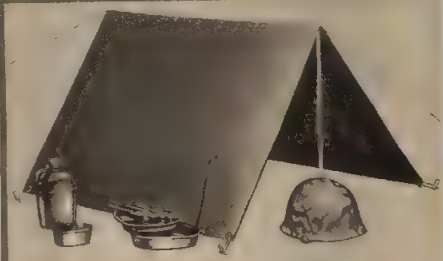
Flashes, barrel recoils . . sounds like a real gun

$3.99 without batteries

.50-caliber machine gun blasts away with rapid fire. Tripod mounted. Plastic. 29 in. Order 2 "D" batteries.
79 N 2729C—Shpg. wt. 3 lbs...$3.99

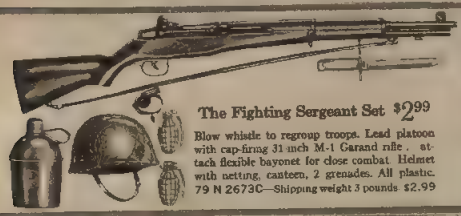
G.I. JOE 6-piece Infantry Outfit $3.99

You're America's fighting man with cap-firing 24-inch Tommy gun, .45-cal. pistol. Knife, canteen, compass . . all plastic. Leather holster, belt and sheath.
79 N 2677C—Shipping weight 3 pounds..... $3.99



Army Pup Tent Camping Set $3.33

Pick a site for your headquarters and pitch tent. 39x80-inch polyethylene resists tearing, leaking. 36 inches high with rope, stakes and poles. Includes plastic mess kit canteen, cup, helmet and insignia.
79 N 2690C—Shipping weight 4 pounds $3.33



The Fighting Sergeant Set $2.99

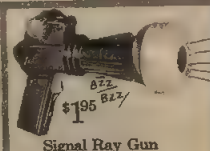
Blow whistle to regroup troops. Lead platoon with cap-firing 31-inch M-1 Garand rifle . attach flexible bayonet for close combat. Helmet with netting, canteen, 2 grenades. All plastic.
79 N 2673C—Shipping weight 3 pounds $2.99

Here's the Gun that shoots around corners

Aim and shoot without being seen. Barrel pivots 180° while mirror sight automatically swings to proper angle. Use it as "periscope" to spot targets. Semi-automatic, air powered. 21-in. plastic. 10 sponge rubber balls.
49 N 2623—Shipping weight 1 lb. 13 oz.. .... $3.29

Military Field Kit

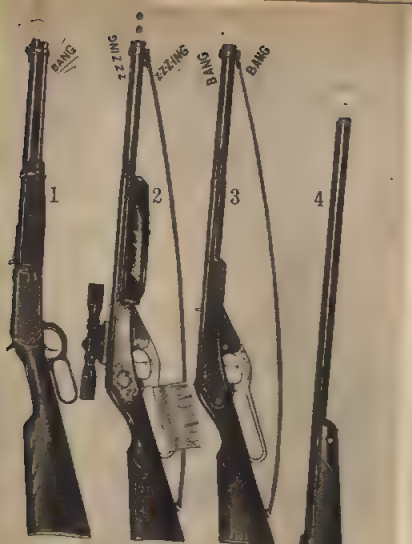
Get set for action with pistol, cap-firing grenade, whistle, camouflaged helmet. When fighting lets up, relax with canteen, mess kit. Plastic.
49 N 2648—Wt. 1 lb. 3 oz. $1.99



Signal Ray Gun

Relay messages with blinker Morse code. Vary your signals with red, white and green lens. Has built-in buzzer Plastic, 8 inches. 2 "C" batteries included.
49N2687-Wt.12oz.$1.95

Caps not included with any cap-firing toy



Spittin' Image

1 Daisy's exact reproduction of the famous rifle that helped bring law and order to the West. Cock the gun and start firing . . it cracks, recoils, smokes . . realistic action every time. 34 inches long. Plastic stock, metal barrel.
79 N 2636C—Shpg. wt. 3 lbs. . . $4.99

Daisy's Ricochet Rifle

2 Lever-action beauty cracks, recoils, ricochet whines, smokes . . shoots cork balls (12 included). 30 inches long. Bronze-color metal parts, plastic stock. Scope. Web sling.
79 N 2650C—Shpg. wt. 3 lbs. . . $4.49

Daisy's Smoker Carbine

3 Use real lever action. Makes loud report, recoils, smoke swirls from steel barrel when fired. Bronze color. 30 in. long. Plastic stock. Web sling
79 N 2646C—Shpg. wt. 3 lbs. . . $2.99

Marx Telescope Cap Rifle ejects cartridges, smokes

4 Big game rifle scope to make far away targets seem close. Working bolt action loads and ejects cartridge, cocks trigger. Fires roll caps. 3 play cartridges included. Embossed plastic stock, metal barrel. Full 40 in. long
79 N 2688C—Shpg. wt. 3 lbs. . . $3.95

$3.95

5 **Daniel Boone Flintlock by Marx.** Copy of famous "long rifle." Thumb-cocking hammer has flint that sparks with every shot. Fires roll caps. Brown plastic. 43 in. long.
79 N 2704C—Shipping weight 2 pounds. $1.99

6 **M1 Army Carbine by Hubley.** Action model with scope and "magazine clip." Fires roll caps. Sturdy plastic. Removable soft plastic bayonet. Sling. 26 in. long.
79 N 2833C—Shipping weight 2 pounds. $1.99

7 **M14 Recoil Rifle by Marx.** Battery-powered model of U.S. automatic rifle has recoiling muzzle, rat-ta-tat sound. Strong plastic. 34 in. long. Uses 2 "D" batteries.
79 N 2612C—Shipping weight 2 pounds. $1.99

"D" Battery. Shipping weight each 4 ounces.
79 N 4660. . . . . Each 16c; 4 for 60c

8 **Shootin' Shell Winchester by Mattel.** Shoots caps, Shootin' Shells and ejects cartridges. Secret trigger for rapid fire. 2 cartridges, 6 bullet noses. Plastic, 26 in. long.
79 N 2794C—Shipping weight 2 pounds. . . $1.99

9 **Parris' Kadet Trainer.** Shoots cork balls. Load 6 through front of barrel. Lever action. Wood stock. Shoulder sling. 10 cork balls, Kadet booklet. 24 in. long.
79 N 2686C—Shipping weight 2 pounds. $1.99

Marx Bolt-action Training Rifle loads like a real gun

$1.99

10 Pull bolt back, slip non-firing cartridge into chamber. Shoots roll caps, ejects cartridge. Fine for practicing the manual of arms. Strong plastic and metal. Soft plastic bayonet Working sight. Shoulder sling. 35 in. long
79 N 2628C—Shipping weight 2 lbs. $1.99

NOTE: Caps not included with any cap-firing toy.

Johnny Eagle

$4.99

Fires caps, shoots bullets, ejects shells . . rear sight knob turns

Exciting model of a military semi-automatic rifle. Magazine feeds plastic bullets into barrel for fast firing. Plastic with wood-grain and metal effect. Shoulder sling. 36 inches long.
79 N 2669C—Shipping weight 4 lbs. $4.99

Note simulated air-cooled metal barrel chamber and magazine with 6 bullets

Tom Thumb President

6044T2190—A quality toy typewriter on which youngsters can do homework, learn spelling, improve letter writing and neatness. New features include lightweight newly designed case, individual action spade shaped keys, complete alphabet, numerals and punctuation. Letters arranged in same order as standard keyboard. Has ball bearing carriage. Clean, sharp, easy-to-read. Has ball bearing carriage. Clean, sharp, easy-to-read. Uses standard ½" black ribbon. Nylon characters. Uses standard ½" black ribbon. Nylon characters. Uses standard ½" black ribbon. Nylon characters

They're all electric . . . automatically more fun!

11 bumper pinball

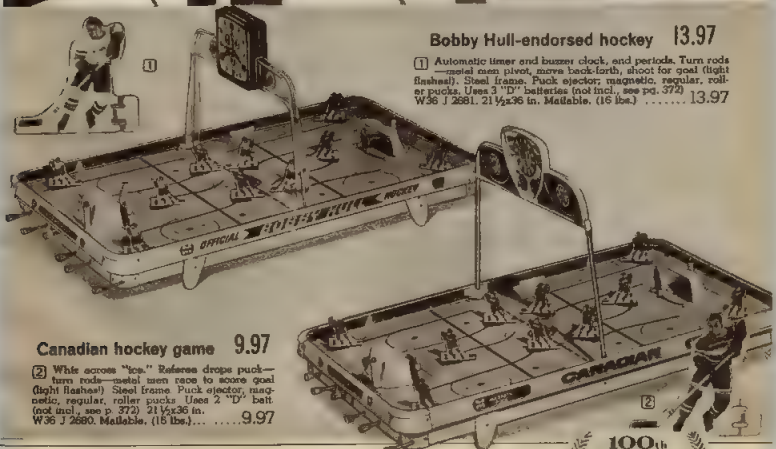
Action galore by Marx! Ball rings, lights blink, score climbs automatically . . . when you drop ball into "win, place or show" chutes; or when ball hits one of 11 electric pins. Lithographed steel playing surface; heavy plastic top; braced plastic legs. Replay lever; spring trigger; 5 balls. 31x16x45-in. high. 110-120V, AC. UL listed. Freight or express. Shpg wt (17 lbs.)
M36 J 3464 . 22.88

7 bumper pinball

Light flashes, bell rings . . . scores automatically as ball hits any of 7 electric bumpers. Lacquered wood frame; glass top; braced legs. 5 balls. 31x16x45-in. high. 110-120V, AC. UL listed. Frt. or exp.
M36 J 3402. (28 lbs.) . . 17.88

Portable battery pinball

By Marx. Maneuver balls—score rises automatically as light flashes, bell rings. Lithographed steel body; plastic top. Uses 4 "D" batteries (not incl—see page 372). 27x13x15-in. high.
236 J 3393. Mailable. (11 lbs.) . . . 9.66



Bobby Hull-endorsed hockey 13.97

1 Automatic timer and buzzer clock, and periods. Turn rods—metal men pivot, move back-forth, shoot for goal (light flashes!). Steel frame. Puck ejector; magnetic, regular, roller pucks. Uses 3 "D" batteries (not incl., see pg. 372).
W36 J 2681. 21½x36 in. Mailable. (16 lbs.) 13.97

Canadian hockey game 9.97

2 Whiz across "ice." Referee drops puck—turn rods—metal men race to score goal (light flashes!) Steel frame. Puck ejector, magnetic, regular, roller pucks. Uses 2 "D" batt (not incl., see p. 372) 21½x36 in.
W36 J 2680. Mailable. (15 lbs.) 9.97

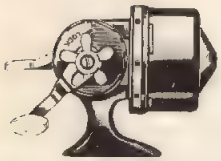
See page 269 for Budget Power—buy all your needs at Spiegel

100th ANNIVERSARY

SPIN-CAST REELS

12/8/64 #1

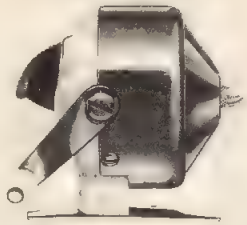
TRUE TEMPER FLIPLINE



Closed face spinning with new roller pick-up pin and plating process to permit pick-up slip and faster retrieve. Non rotating, oscillating spool reduces line bite-in and makes smoother casts. Clamping ring holds line firmly on back casts. Made of corrosion resistant material.

D*680 546) 420D - Reel with 125 yards of 10-pound test monofilament line.
Weight, 8 ounces. . . . . .
Retail, $15.00 . . . . . Ea, ZYX
Lots of 6 . . . . . Ea, LBY-2

BRONSON SPIN-CAST REEL



Bronson Dart No. 905

Spin-cast reel with pre-set drag that will not twist line at any time. Anti-reverse crank and all metal gears. Black and gold aluminum anodized frame and cover.

*802 421) 905 - Spin-cast reel complete with 10-pound test monofilament line.
Weight 7 ounces. . . . . .
Retail, $6.95 . . . . . Ea, TDL
Lots of 6 . . . . . Ea, NLE-2

PHANTOM SPIN-CASTING REELS

Spin-casting reels with new performance, design and appearance. Instant, friction pick up release. 1/3 revolution pick up head. Stainless steel crank and main shaft. Smooth, positive drag. Cushion line snubber. Dual speed handles for power or fast retrieve.

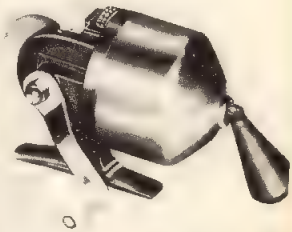
"Miracle cast" Black frame - red cap.

(170 829) 110B - Reel with 10-pound test of monofilament line and practice plug. . . . . .
Retail, $12.00 . . . . . Each, LOY
Lots of 6 . . . . . Each, EYX-2
Lots of 12 . . . . . Each, BTY-3
1 in a box

PHANTOM SPIN-CAST REELS

"Miracle cast" Black frame - chrome cap.

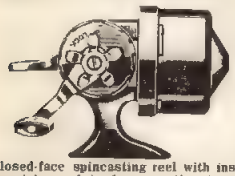
D*170 803) 10B - Reel with 8-pound test of monofilament line and practice plug . . . . . .
Retail, $9.00 . . . . . Each, BTY
Lots of 6 . . . . . Each, TBY-2
Lots of 12 . . . . . Each, TYB-3
1 in a box



"Starfire" Black frame - red cap.

D*746 966) 5B - Reel with 8-pound test of monofilament line and practice plug . . . . . .
Retail, $7.50 . . . . . Each, TBY
Lots of 6 . . . . . Each, NLB-2
Lots of 12 . . . . . Each, NXL-3
1 in a box

TRUE TEMPER SPIN CASTING REEL



Closed-face spincasting reel with instant roller pick-up. 4 to 1 gear ratio. Oversize handle that takes up almost 2 feet of line every turn. Thumb-lever casting control. Quick, easy take-apart.

D 438 515) 410 - Reel with 125 yards of 8-pound test line. . . . . .
Retail, $12.50 . . . . . Ea, LBY

Extra Spools Only.

(128 868) 895 - Spool without line for #L900 reel. Retail, $1.50 . . . . Ea, ZY

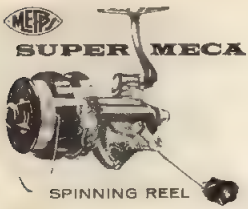
Extra Spools With Line.

(128 884) 895-6 - Spool with 6-pound test line for #L900 reel. . . . . .
Retail, $2.50 . . . . . Ea, DBY

(128 900) 895-8 - Spool with 8-pound test line for #L900 reel. . . . . .
Retail, $2.50 . . . . . Ea, DBY

SPINNING REELS

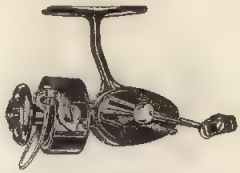
SUPER MECA SPINNING REEL



Mepps. Spinning reel with smooth built-in drag, and quick change, unbreakable nylon spool with 3 line holding holes to keep line in place when not in use. Folding reel stem is set at back for perfect balance. Gear case is stainless alloy with baked enamel finish, and precision made ball bearing gear assemble gives smooth, silent operation. Anti-reverse located at rear of drum. Folding handle with finger grip locks in place. Automatic speed reducer.

(150 185) **SM**—Reel with standard spool of 100 yards of 6-pound test monofilament line. Extra spool included. . . .
Retail, $42.50 . . . . . Each, **ORXY**
Lots of 6 . . . . . Each **OXZB-2**

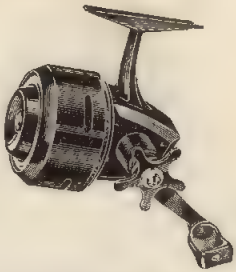
GARCIA SPINNING REEL



Rugged, lightweight reel designed to balance perfectly with lines that test from ¾ up to 6 pounds. Smooth drag permits ultra fine adjustment and one-piece full bail pick up has duraloyline guide. Planamatic gears and positive anti-reverse. Handle with finger-formed knob folds away.

(169 426) **308**—Reel complete with two spools of different capacity. Weight, 7¼ ounces. Retail, $36.95 . . Each **OXDL**
Lots of 6 . . . . . Each, **DZXE-2**

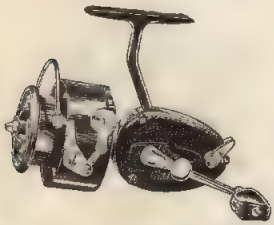
GARCIA AUTO-SPIN REEL



Automatic spinning reel with finger-tip line control, smooth, powerful star drag coordinated with synchro-drag, anti-reverse condition at all times, and oscillating spool that rewinds line properly for long, smooth casts. Completely anodized finish.

(209 783) **506**—Spinning reel complete with 125 yards of 8-pound test monofilament line. Retail, $32.95 Each. **DZLX**
Lots of 6 . . . . . Each. **DLAY-2**

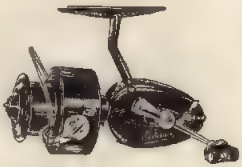
GARCIA MITCHELL SPINNING REEL



Automatic spinning reel. Push-button release allows instant spool change without disturbing drag adjustment. Full bail pick-up. Positive anti reverse. Counterbalanced rotating head. Corrosion-resistant finish.

(878 983) **MJ30** - Reel with 2 spools. One will hold 125 yards of 6 lb. Platyl, the other 200 yards of 10 lb Weight, 11 ozs
Retail, $36.95 . . . . . Each. **OXOB**
Lots of 6 . . . . . Each. **OYXO-2**

GARCIA MITCHELL SPINNING REEL

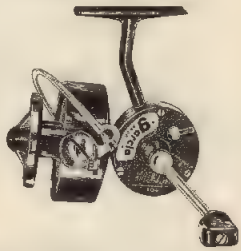


Spinning reel with corrosion-resistant thermo-hardened satin finish for fresh and light salt water fishing. Features push-button spool release, built-in drag, one-piece bail with line guide, and positive anti-reverse control.

(206 185) **300**—3½:1 gear ratio reel complete with 2 spools for large and small line cap. Retail $32.95 . . Each. **DZLX**
Lots of 6 . . . . . Each. **DLAY 2**

(208 686) **301**—Same as above except left hand model. Retail, $32.95 . Each. **DZLX**
Lots of 6 . . . . . Each **DLAY-2**

GARCIA SPINNING REEL

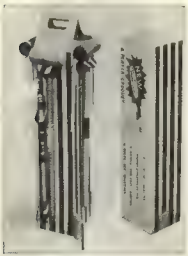


Ultra-light spinning reel with finger-formed handle. Wide-range drag and positive anti-reverse control. Heavy-duty, full bail pick-up of light weight alloy with hardened, friction free line guide. One-spot gear lubrication.

(159 442) **304**—Spinning reel. Weight, 8½ ounces. Retail, $17.95 . . Each. **DYLX**
Lots of 6 . . . . . Each. **ZLY-2**

GARTON TOY CO.
CROQUET SETS

4-PLAYER SET



Four player set packed in colorful candy striped display carton with an inner carton which can be set up into a convenient carrying rack. 5-inch grooved mallets with colored tips. Solid colored enamel plastic croquet balls. Stakes, mallets and grooved handles coated in weather-resisting varnish.

Stock No.	Mfg.-No.	Wt.ctn.	Per Set
479-097	24	9 lbs.	$ 6.98

One set in a carton

4-PLAYER SET

Four player set in sturdy rack made of steel and wood dowels. New 6-inch turned mallets and turned handles with colorful striping. Plastic croquet balls. All wood parts varnished.

Stock No.	Mfg.-No.	Wt.ctn.	Per Set
479-121	324	13 lbs.	$ 9.98

One set in a carton

6-PLAYER SET

Six-player set in new wood and steel rack with rubber tired wheels & chrome carrying handle. 7-inch turned maple mallets, decorated handles. Full size striped plastic balls. Heavy wire arches coated with polypropylene.

Stock No.	Mfg.-No.	Wt.ctn.	Per Set
499-244	356	18 lbs.	$ 13.95

One set in a carton

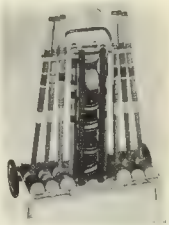
6-PLAYER SET

Attractive tepee rack made of molded plastic, 7-inch modern design beaded mallets with rubber tips, & full sized plastic croquet balls with one large & two fine line stripes in six colors also has step-down arches. New turned handles with shaped hand grips.

Stock No.	Mfg.-No.	Wt.ctn.	Per Set
494-088	546	16 lbs.	$ 17.95

One in a carton

6- PLAYER SET



Six-player set in sturdy rack made of steel with wood dowels -rubber tired wheels and chrome plated tubular handle also new turned 8-inch striped mallet/ white rubber tips on both ends, turned handles, colorfully striped plastic balls All wood parts varnished. Heavy wire step-down arches coated with polypropylene.

Stock No.	Mfg.No.	Wt.ctn.	Per Set
483-354	826	19 lbs.	$ 17.95

One set in a carton

GARTON TOY CO.

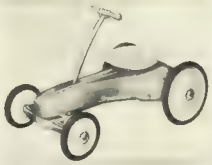
COUNTRY SQUIRE

Length overall, 40–inches. Ball bearing rear axle supports adjustable pedals. 8–inch nylon bearing wheels. Semi–pneumatic tires. Equipped with wind–shield, hub caps with jewels and three removable wood racks.

Stock No.	Mfg. No.	Wt. each	Each
479–154	5406	38 lbs.	$ 24.95

One in a carton

SPEEDSTER



35–inches long; 21–inches wide and 23–inches high. Has an adjustable steel seat. The ball bearing chain, drive is completely enclosed for safety.

Specifications–
Front Wheels, 8–inch Ball-bearing
Rear Wheels– 12–inch Ball-bearing
Tires– 1.25–inch, Semi–pneumatic

Stock No.	Mfg. No.	Wt. per ctn.	Each
479–089	5630	35 lbs.	$ 22.95

One in a carton

S.L. ALLEN CO.

FLEXY RACER

Specifications–
Length, 41½–inches; width, 11¾–inch–Height, about 8–inches. Ball bearing double disc wheels with 5/8–inch tires and steering bar with rubber grips and quick–stopping brake. Natural finish deck. Red wheels, black steel bumper.

Stock No.	Mfg. No.	Wt. ctn.	Each
468–363	300	18½ lbs.	$ 21.95

One in a carton

Johnny Bounce Jump-O-Leen Featured in Rapaport Line

Higher textile strength than ever before is the secret of the "more-bounce-to-the-ounce" straps of Rapaport's Johnny Bounce Jump-O-Leen, which combines the

safety of a rubber cushion and the action of a Jump-O-Leen, according to Norman A. Price, recently appointed general manager of Rapaport Brothers, Inc. The product is one of 35 different items in the Rapaport display spaces at the Toy Fair at both the Hotel New Yorker, room 1043, and at the 5th Avenue Building, room 550.

New designs in both packaging and products will be shown during the Fair, with emphasis on improvements to meet changing and growing marketing concepts, Mr. Price reports.

Lightweight Bike Parts Catalog from Murray Ohio

A full line of genuine engineered lightweight bicycle service parts are featured in the enlarged 1965 catalog of service parts just published by and available from Murray Ohio Mfg. Company, 635 Thompson Lane, Nashville.

E. J. McVoy, sales manager of the company's Service Parts Division, said that the addition of lightweight parts, along with parts for the popular Wildcat and a full line of Murray's exclusive colors in custom lacquer-finish spray paint, made it necessary to increase the size of the new catalog.

Lightweight parts shown and described in the catalog include built-up wheels, rear wheels with either conventional coaster brake or three-speed gear, fenders, braces, kickstands, forks, head set parts, seat posts, front hub parts and front and rear axle sets, and saddles. A complete line of parts for Murray's Wildcat, including polo-type high-rise handlebars and saddles are also featured.

Double Action: Feb. '45

A .45 automatic pistol made of kiln dried wood had a prewar metal mechanism that produced two reports with each pull of the trigger

Lines 1/72-Scale Kits Now Being Produced and Packaged in U.S.

Shown above — before and after a complete overhaul to make it "right" for the U. S. market — is one of the 1/72 scale kits available from Lines Bros., Inc., 1107 Broadway, New York City 10010. Formerly manufactured in England under the name of Frog, the kits will now be made and packaged in the U. S. under the Air-Lines trademark.

Lines Bros. president Alan Ginsburg reports that the introductory program of 24 kits will include completely new packaging featuring "dynamic flight action" on the top and bottom of each box and profile artwork on the side. Lines is also offering a full-color catalog and an exclusive painting and camouflaging manual prepared with the cooperation of the Testor Company, a free airplane kit or paint set giveaway promotion, a 24-piece (one of each kit) introductory assortment in a colorful parcel-post shipper, and a free display-rack merchandise deal.

Mr. Ginsburg said that much of the packaging and point-of-sale display material was conceived and put together with the help of Jacques Zuccaire and Norman Wyner.

Pedal-Driven Model of "Gay 90's" Tin Lizzie New in Garton's Line

A detailed version of the gay '90's Tin Lizzie Touring Car has been introduced by the Garton Toy Company, Sheboygan, Wis. The new pedal-driven model is realistically outfitted with an adjustable windshield, simulated headlights and motor meter, old style flat running boards and fenders.

The touring car top is made of vinyl and held in place with wire bracing. Overall dimensions of the vehicle are: length 34", width 25", height 33" to the top of the canopy. It has 10" wheels equipped with semi-pneumatic tires.

Safety features include ball bearing rear axle support, adjustable pedals and an improved gear, eliminating dead center.

Full descriptions of all other wheel goods, croquet sets, sleds, water skis, table and chair sets manufactured by Garton are in the company's 1965 catalog, available by mail.

Gee Whopper Skimboards Being Shipped by Future

Gee Whopper Skimboards, new water sport equipment designed primarily for the beach but suitable for use on such smooth surfaces as wet grass, picnic wading pools and puddles, are available for

immediate shipment from Future Industries, Inc, 3801 S. San Pedro Street, Los Angeles.

Explaining the sport of "skimming," using her product, Future's president Miss Gail Mansfield said: "The Gee Whopper board is thrown so that it skims over the shallow water at the shoreline. The rider mounts the board in a running jump and rides it as it glides on the surface of the water. With a little practice, the skimboarder can soon do fast turns, spins and even headstands."

Made of marine plywood laminated with "Crezon" on the top and bottom, the boards are finished with hard-coat marine enamel in seven colors and decorated with contrasting "racing stripes." Gee Whopper Skimboards are offered in two sizes—36" by 24" retailing at $11.95 and 30" by 20" at $10.95

Former Mattel, Peerless Executives Join Hallman

Walter Etherton, former assistant to the purchasing director of Mattel, and Lee Lowenthal, former director of industrial marketing of Peerless Plastics, have joined the staff of Hallman Products, Inc., Los Angeles, manufacturers of Velvet-Art and Wool-Art craft-hobby kits.

Mr Lowenthal, who has had extensive experience in product design and development as well as sales will serve as assistant to Herb Jacobs, vice-president of marketing. Mr. Etherton will be plant supervisor, reporting to Charles Colvin, director of plant operation.

Hair Dryer: March '54

A trigger-action spring motor that blew air, a detachable metal base to rest the handle on, and a colorful satchel-type carrying case were components of the non electric Little Deb Hair Dryer

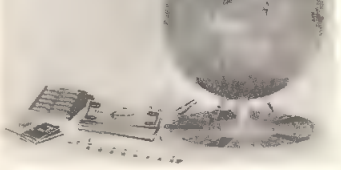
Illinois Church Presented with First Toy Tinkers Public Service Award

Shown above is Robert A. Smallwood, marketing manager of Toy Tinkers, as he presents the company's first Public Service Award to Mrs. Robert Mahnke, departmental supervisor of the Sunday School at Grace United Protestant Church, Park Forest, Ill

In the new award program, individuals or groups are cited for their use of Toy Tinker products in a public service way. The church used the Tinker Zoo as an educational aid in demonstrating the Bible story of Noah and the Ark to 4- and 5-year-old classes. The teachers made the pairs of animals and an ark from Tinker Zoo parts

"So many of these stories have come to our attention that we feel the people should have some recognition for their efforts," said Toy Tinker president E. W. Heilmann. "Last year a Detroit fireman saved many lives with an escape ladder he first designed from Tinkertoys, then constructed for actual use. Teachers have demonstrated math principles with them and doctors and scientists have also used them for demonstrations. It was for this use of our toys as a public service that the award program has been created by our company."

Replogle's Whirling Derby Game For Jet Race Around the World



Whirling Derby, a new family game which simulates a jet race around the world, was recently introduced by Replogle Globes, Inc., 1901 N. Narragansett Avenue, Chicago 60639

Players use miniature magnetic jet planes to race each other around a real 8" world globe, developing strategy as they learn to fly great circle routes to shorten distances and save flying time. The players spin the globe and as it whirls they read the revolving pointer on the base to win time, extra fuel and good and bad luck chances.

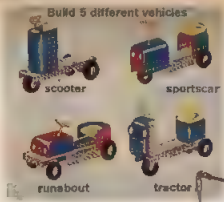
Accommodating two, three or four persons, Whirling Derby includes fuel tokens, play money, good and bad luck chance cards and a device to measure distances and flight time. The course of flight must be determined by illustrated, flight-plan country cards, which are dealt out to each player.

build your own

sports car

15.88

- Build a steerable jeep, tractor, scooter, runabout, or sports car
- Colorful aluminum side panels
- Other parts made of rugged steel, aluminum and high-impact plastic



Ride-em Erector® set

What'll it be? A jeep? A sportscar? Tractor? How about a runabout? A scooter? Build and rebuild any of these 5 different vehicles—all of which you can actually ride. Steel chassis with aluminum side panels. Structural parts are made of aluminum and steel for extra-strength. Metal steering column. Set includes contoured seat and steering wheel of high-impact plastic, 4 detailed molded wheels, 2 wrenches, and instructions. Average vehicle about 30 x 15 x 20-in Semi-matlable—see page 230

X 927-2709 A—Shpg. wt. 21 lbs. 15.88

SAVE THIS CATALOG—order toys until Sept. 20, 1966

- clocklike spring motor
- electric horn, hand brake
- motor sound

1 **ZOOM-MOBILE.** Push the car back and the clocklike spring motor winds up. Set the hand brake and tuck yourself in the bucket seat. Release the brake—za-zoom!—and away you go. Motor needs no batteries. Dashboard is equipped with play gadgets—turn signals, drive lever and a horn button that turns on electric za-zoom motor noise unit. Spring motor has a reverse slip clutch. Zoom-mobile is made of high-impact plastic, has silver-color wheel discs, and 200 cubic inch rear storage trunk with tools. 37x15x14-in. wide. Noise unit uses 2 "D" batteries—order on page 372. *Semi-matlable—see page 230.*

X 927-2691 A—Shpg wt. 13 lbs.... 12.77

- Free-rolling wheels
- Easy, direct steering
- Authentically detailed

2 **MARK III RACER.** Designed for the toddler. No reason why he should miss out on all the fun. Body is made of sturdy non-marring plastic. Uniform wall thickness—no thin spots to wear through. Red base with silver-color exhaust, radiator and wheels. Authentically detailed. Free-rolling wheels are mounted back far enough to avoid hitting child's ankles as he propels himself along. Easy-to-handle direct steering mechanism. "Beep-beep" horn. Plenty of seat room. Racer measures 31-in. long, 16-in. high.

X 927-3038 A—Shpg wt 7 lb . 5.44

3 **HONDA JR.** When he says he wants a scooter, he doesn't mean an ordinary scooter. He means a Honda Jr. Last year, only "seniors" had Hondas; this year there's a model built for juniors. Carefully modeled after the real thing—even carries the official license. Has all the sounds of the senior model. Tiger-tone noise-making motor requires no batteries. Authentic cream and red coloring. 29-in long, 17-in high, and 12-in. wide. *Semi-matlable—see page 230*

X 927-2675 A—Shpg. wt. 4 lb. 8 oz. . 5.44

Quiet-riding, sleek styling

4 5.22

5 9.22

6 10.44

It's a 4-alarmer!

Turn the crank . . . bell rings, dial registers

3 6.99

"Roar" out in your special Fire Chief Car! Your own fire department!

1 11.77

2 13.99

Speed to the scene with light flashing, bell clanging

Tractor and Trailer

Hitch trailer to tractor to carry "supplies"!

7 19.44

8 4.67

- Realistic, noise-making make believe motor
- All steel construction
- Chain drive
- Tractors do the hauling

9 9.77

Leading the pack . . . the Fire Ball Racer!

- Chain drive
- Adjustable bucket seat
- Supercharger sound
- Stick shift
- Air scoop, grill designed for speed

10 23.99

11 14.88

- Pedal operated
- Contoured seat

- Pedal operated
- Makes 360° turn

12 9.82

standard Erector set has over 150 pieces. Build realistic models of space ships, revolving crane, robot, inclined railway, elevated crane, others. Steel girders—angled, curved, nuts, bolts, base plates. Instructions incl
35 J 6700 Shipping wt. 4 lbs. Standard Set 2.44

battery powered Erector set with over 200 pieces. Build action models of mobile radar scanner, drill press, electric fan, rolling robot plus models above. Motor needs 2 "D" batteries (not incl.—see page 372)
35 J 6701 Shipping wt. 5 lbs. Battery Powered Set 4.99

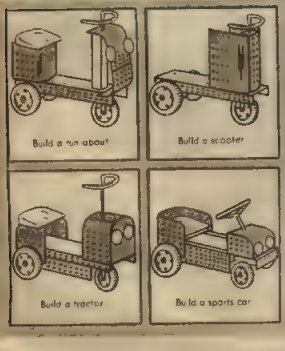
power-matic Erector set has over 300 pieces for building all models at left plus motorized lunar surface ride, plane ride etc. Power-matic motor with 3 power take-off shafts uses 2 "D" batteries (not incl.—see page 372)
Z36 J 6702. Mailable. Sh. wt. 7 lbs. Power-matic Set 7.99

remote control Power-matic Erector set has power hoist, over 450 pieces. Build all models in set above plus helicopter, lift bridge, oil rig, etc. Remote control with reverse uses 2 "D" cells (not incl.—page 372)
Z36 J 6703. Mailable. Sh. wt. 9 lbs. Remote Control Set 12.99

Gilbert Erector sets—first choice of junior engineers

military 5-in-1 Erector set by Gilbert. Young army engineers will build and rebuild any of five pieces of military equipment with unlimited variations. Makes 10 to 12-inch working models of tank, jeep, armored car, mobile howitzer or munitions carrier. Over 100 pieces—steel nuts, bolts, gears, plates, girders. Many moving parts plus plastic accessories. Realistically designed in olive drab and silver. Instructions included.
35 J 6704. (3 lbs.).....Set 5.88

road-builder 5-in-1 Erector set by Gilbert. Build and rebuild the equipment you need for big construction jobs. 100-piece set makes 10 to 12-inch working models of excavator, mobile crane, dump truck, bulldozer or road roller. You get steel bolts, gears, plates; plus accessories in durable plastic. Realistically detailed. Easy to follow step-by-step instructions are included.
35 J 6705. (2 lbs. 10 oz.)....Set 5.88



5-in-1 ride-em Erector set

Life size Erector Set by Gilbert. Build a steerable jeep you can ride. Take it apart and reassemble as tractor, scooter, run about or sports car. Design your own variations. Chassis parts are all steel, structural parts aluminum and steel. Over 200 giant parts plus contoured seat, 4 wheels, steering wheel, two wrenches. Average size: 30x16x20-in. Instructions.
Z36 J 6706. Mailable. (20 lbs.) .Set 18.88

See page 269 for Budget Power—buy all your needs at Spiegel

Total length of track abt. 9 ft. No batteries. Each car controlled separately. Set it up and it's ready.

Save 50%..Now Only $6.97

Was $13.95 in our Fall Catalog

EXCITING MINIATURE RACING..A WARD SPECIAL

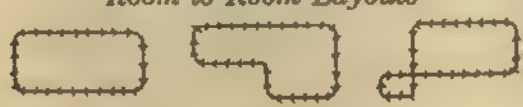
EXPERIENCE THE EXCITEMENT IN YOUR BOY'S FACE THIS CHRISTMAS when he opens his Gilbert Road Race..*and what a value at half the regular price.* Sets up in seconds and it's ready to go. Line up the cars, press down accelerator controls and they're off, roaring down the asphalt-like plastic track at breakneck speed. Every lap brings all the speedway thrills, spills, skids and spins of a miniature Daytona Beach track. You'll catch yourself leaning wide on the turns, tensing to avoid sideswipes and gripping harder as you open it up on the straight-ways at full speed. Two championship 5-in. scaled racers are ready to roar around the track.

BOTH INDIANAPOLIS RACERS are individually controlled and powered by Mabuchi motors. You even get special decals and plastic car parts for "Customizing" the bodies. Set has UL listed Pike Master power pack. It's fully electrically powered with rheostat speed controls. You don't need to buy batteries. 15 sections of roadway including pre-wired terminal section. Plastic fence sections embrace fast curves to curb spin-outs. Tri-oval track layout takes space about 36 inches square. Get your *Talk Of The Town Road Race Today At Wards Low Price.* Other Road Races and accessories Pgs. 296 to 301

48 W 9098—32-Pc. Set. Ship. wt. 5 lbs. . . . . At Wards Only $6.97

Everybody Wants "TRIK-Trak"..*As Low as* $3.99

- *No Transformer*
- *Easy To Set Up*
- *Room to Room Layouts*



Track Lays Out In As Many Different Patterns As You Like

ROOM TO ROOM, WALL TO WALL EXCITEMENT of real cross-country rail ex. As the name says, the trick is in the track. No connecting track pieces or transformers needed. Set up the 9 unique track pieces to form many track patterns. A battery operated car [illegible] follows the route you set. Run the track under the furniture or from room to room for variety. Each track has realistic background scenes. (Order "C" cell battery on Page 306). Order extra cars below for more fun

48 T 2968 M—19 Pc. Set. Ship. wt. 3 lbs.. $4.99
48 T 2984 M—22-Pc. Set like above but 12-pcs of track. Ship. wt. 3 lbs. 8 oz. $5.99
48 T 2967 M—16 Pc. Set like above but 6 pieces of track. Ship. wt. 2 lbs. $3.99
48 T 2979 Extra Car. Ship. wt. 8 oz. Ea. 1.99

"Charge It"
See Page 299

ALL WARDS

[1] $2.77

[1] SAWYER VIEW-MASTER 3-D VIEWER with Pocket of 3 reels . . 21 scenes of Rudolph, complete with a printed story. A special 7-scene extra reel is also included. Children 3 years of age or older are fascinated with these colorful stereo pictures. Easy to operate . . simply insert reel in top of viewer then hold viewer up to light source. Slight pressure on fingertip lever advances reel to next scene. Hundreds of other reel subjects are available, see Page 312.
67 T 3815—Ship. wt. 1 lb. . . . Special $2.77

[2] 44-PC. TEA SET. Service for 4 with Rudolph the Red Nosed Reindeer design. Set includes one each: tea pot and cover, sugar bowl and cover, creamer. Four each, metal saucers, metal plates, plastic cups, goblets, bread and butter dishes, knives, forks and spoons plus napkin holder, napkins.
48 T 4525—Shipping wt. 11 lb. . . . . Set $11.98

[3] $6.99

[3] CHILD'S TV CUSHION HASSOCK. Rudolph is made of plush and stuffed with lightweight cotton. Has washable vinyl base. Curved seat for comfort. Felt eyes, mouth, antlers and pom pon nose. Wears felt collar around his neck and red plastic jingle bell, bridle and reins. Stands about 21 inches tall, 17 inches long. Apricot color with crisp white trim.
48 T 6455 Shipping wt. 5 lbs. 8 oz. . . Each $6.99

25 Years Ago This Christmas, RUDOLPH the Red-Nosed Reindeer was born at Montgomery Ward

The Christmas season of 1939 is a long time ago to remember.

If you were a child that year, or the parent of a child, you may remember coming home from Wards with a bright-covered shiny-red book. "Montgomery Ward Wishes You a Merry Christmas," the back cover said. "This book is yours, with our compliments." And on the *front* cover was "RUDOLPH the Red-Nosed Reindeer" . . a title that *no one*, till then, had ever seen or heard!

But folks began seeing it, and hearing of it, fast and frequently. This special little reindeer had something very special . . something that won friends, right from the beginning. As his fame spread, more and more people came in to Wards for a copy of his story. The 1939 total reached 2½ million.

After World War II, requests from parents brought a 3½ million copy reprint (again an exclusive Montgomery Ward give-away) and Rudolph the Red-Nosed Reindeer toys . . long-to-be-cherished gifts for his millions of little "fans". In 1949 came the Rudolph song . . sweeping America, year after year . . and Rudolph no longer belonged to Wards. He belongs to children and their Christmas. And he always will.

Wards are proud of the part they have played in bringing this lovable little reindeer to the Santa Claus team . . and in bringing this child-size "extra" to children's enjoyment of the Santa Claus legend.

To celebrate Rudolph's 25th year, we are happy to present on these three pages, some sparkling new "1964 editions" of the Rudolph toys and gifts that children continue to love.

A one-hour "Rudolph" TV spectacular will be shown on the NBC-TV Network, Sunday, December 20, 1964, at 5:00 PM EST. See your local newspapers for time and station.

Beautifully styled glassware for gracious entertaining—to complement the finest table setting.

Goblet Sherbet

American Beauty Rose

Sand-etched and hand-cut glassware which will enhance the beauty of any table. Its beautiful design remains easy charm. Approx ship. wt. set of 6 glasses, 10 lbs. F.O.B Ill. Factory.

	Sugg. Retail
7640XF750—Six 9 oz. Goblets	$10.00
7641XF750—Six 6 oz. Sherbets	10.00
7642XF728—Six 3½ oz. Cocktails	9.70
7643XF728—Six 3 oz. Wines	9.70
7644XF728—Six 1 oz. Cordials	9.70

Claret Sherbet

"Contesse" by Boda

All grace-all sparkle Swedish Imported fine hand blown lead crystal. Band of precious platinum around each piece. Truly classic shape. Approx ship wt set of 4, 5 lbs. F.O.B New Jersey.

	Sugg. Retail
7621XF1030—Four 13 oz. Ice Teas	$15.00
7622XF980—Four 10 oz. Goblets	14.00
7623XF980—Four 5 oz Clarets	14.00
7624XF980—Four 7 oz. Sherbets	14.00
7625XF840—Four 4 oz. Cocktails	12.00
7626XF770—Four 1 oz. Cordials	11.00

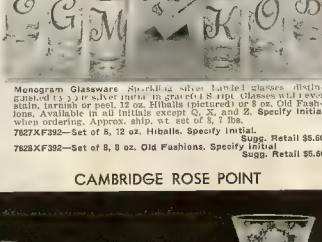
Juice Old Fashion Hiball Hiball Vase

American Beauty Rose A combination of sand-etching and hand cutting. A set as of this fine glassware adds an attractive and inviting appearance to your table. Approx. ship. wt. set of 8 glasses, 8 lbs.; approx. 2 lbs. on vases. F.O.B. Illinois Factory.

	Sugg. Retail
7581XF428—Eight 5 oz. Sham Juices	$5.70
7603XF488—Eight 8 oz. Roly Poly On-The-Rocks	6.50
7604XF518—Eight 11 oz. Roly Poly HiBalls	6.90
7577XF450—Eight 10½ oz. Sham HiBalls	6.00
7580XF428—Eight 8½ oz. Sham Tumblers	5.70
7576XF450—Eight 12 oz. Sham Ice Teas	6.00
9561H300—8" Flip Vase	4.00
9560H375—8" Flip Vase	5.00
9559H488—10" Flip Vase	6.50

MONOGRAMMED—PERSONALIZED GLASSWARE

F.O.B. New York Factory



Monogram Glassware Sparkling silver banded glasses displaying gold type personalized in graceful Script. Glasses will never stain, tarnish or peel. 12 oz. Hiballs (pictured) or 8 oz. Old Fashions. Available in all initials except Q, X, and Z. Specify initial when ordering. Approx. ship. wt set of 8, 7 lbs.

	Sugg. Retail
7627XF392—Set of 8, 12 oz. Hiballs. Specify initial.	$8.60
7628XF392—Set of 8, 8 oz. Old Fashions. Specify initial	$8.60

American Beauty Rose

10 Pc. Salad and Cake Service

A complete set of attractive sand-etched, hand-cut serving piece. Set includes: one 13" large torte plate, one 10½" salad bowl one serving fork one serving spoon, six 8" salad plates. The items included in this set are complementary pieces to the American Beauty Rose stemware and glassware shown on the left. F.O.B Illinois Factory. Approx ship. wt. 15 lbs.

	Sugg. Retail
7645XF1425—10 Pc. Salad and Cake Service	$19.00

Sherbet Goblet

Hersey Rose

The romantic rose inspires this design. The tiniest of flowers is delicately etched on bright leaded glass crystal with tinted rose bud stem. "Hersey Rose" is a pattern of memorable beauty and a treasured gift. Approx. ship. wt. set of four, 5 lbs. F.O.B Ohio Factory.

	Sugg. Retail
7339XF1120—Four 9 oz. Goblets	$16.00
7340XF1120—Four 6 oz. Tall Sherbets	16.00
7341XF1120—Four 4 oz. Cocktails	16.00
7342XF1120—Four 12 oz. Ice Teas	16.00
7540XF1120—Four 5 oz. Fruit Juice	16.00
7343XF315—8" Salad Plate	4.80

CAMBRIDGE ROSE POINT

Goblet Tall Sherbet Low Sherbet Ftd. Juice Ftd. Ice Tea Salad Plate

Cambridge Rose Point. A beautiful and distinctive pattern, lace-like in its delicacy. Is etched on hand blown sparkling crystal. Gracefully styled, this stemware will blend with many patterns of china. Approx. ship. wt. set of 4, 5 lbs. F.O.B. Ohio Factory.

10 oz. Goblets 7597XF1120—Set of 4, 10 oz. Goblets. Sugg. Retail $16.00	6 oz. Tall Sherbets 7598XF1120—Set of 4, 6 oz. Tall Sherbets. Sugg. Retail $16.00	6 oz. Low Sherbets 7599XF1120—Set of 4, 6 oz. Low Sherbets. Sugg. Retail $16.00	5 oz. Ftd. Juice 7601XF1120—Set of 4, 5 oz. Ftd. Juice. Sugg. Retail $16.00	12 oz. Ftd. Ice Teas 7600XF1120—Set of 4, 12 oz. Ftd. Ice Teas. Retail $16.00

8" Salad Plate 7602XF315—8" Salad Plate. Matches all Cambridge Rose Point Stemware. Sugg. Retail $4.50

OLD WILLIAMSBURG

Old Williamsburg has the validity, simple beauty and fiery brilliance of the originals of a century ago. Its graceful Flute design is the perfect companion for Early American, Provincial or Modern table setting. So right for every day use as well as special occasions. Available in 20 or 30 pc. sets only. Shipped **F.O.B. Ohio Factory.**

7634XF3024—20-Pc. Set Old Williamsburg. Consists of **4 each:** 8" salads, 12 oz. ftd. ice teas; 9 oz. tall goblets; 4½ oz. clarets and 5 oz. tall sherbets. Ship. wt. approx. 20 lbs. **Sugg. Retail $43.20**

7635XF4835—30-Pc. Set Old Williamsburg. Same as above except consists of 6 of each piece. Ship. wt. approx. 35 lbs. **Sugg. Retail $64.80**

CAPE COD

Sparkling hand-crafted table crystal produced by nightly skilled artisans in Cape Cod, yesterday and today are attractively combined. Compatible with Provincial, Traditional and Modern dining room setting. Its beauty and durability will serve you well in constant use. Available in 20 or 30 pc. sets only. Shipped **F.O.B. Ohio Factory.**

7636XF2450—20-Pc. Set Cape Cod. Consists of 4 each: 6 oz. sherbets, 5 oz. clarets, 12 oz. ftd. ice teas; 13 oz. goblets, 8" salads. Ship. wt. approx. 27 lbs. **Sugg. Retail $36.00**

7637XF3675—30-Pc. Set Cape Cod. Same as above except consists of 6 of each piece. Ship. wt. approx. 35 lbs. **Sugg. Retail $52.60**

American-Made, Hand-Crafted Table Glassware

OXFORD

Blends equally well with Modern or Traditional table settings. Clear gleaming leaded glass crystal. Approx. ship. wt. set of four, 6 lbs. **F.O.B. Ohio Factory** **Sugg. Retail**

7359XF1050—Four 11 oz. Goblets $15.00

7360XF1050—Four 6½ oz. Sherbets **15.00**

7361XF1050—Four 3½ oz. Cocktails **15.00**

7362XF1050—Four 12 oz. Ice Teas 15.00

7382XF1050—Four 5 oz. Fruit Juice **15.00**

7363XF193 —8" Salad Plate..... **2.75**

AMERICAN WAFFLE

A classically beautiful hand-wrought reproduction of one of the earliest American patterns known. This rare olden-day "Patterned Glassware" will bring lasting pleasure and compliments galore. Available in 20 or 30 pc. sets only. **Crystal, Amber, Cranberry or Verde. Specify Color.** Shipped **F.O.B. Ohio Factory.**

7638XF2954—20-Pc. Set American Waffle. Consists of 4 each: 8" salads, 12 oz. ftd ice teas, 9 oz. goblets; 4 oz. clarets, 5 oz. sherbets. **Specify Color.** Ship. wt. approx. 25 lbs.

Sugg. Retail $42.20

7639XF4431—30-Pc. Set American Waffle. Same as above except consists of 6 of each piece. **Specify Color.** Ship. wt. approx. 35 lbs. **Sugg. Retail $63.30**

NOBILITY

The finest of domestic all hand-cut crystal stemware. Crystal of matchless clarity, elegantly cut. Approx. ship. wt. set of 4, 5 lbs. **F.O.B. Ohio Factory.** **Sugg. Retail**

7610XF1190—Four 10 oz. Goblets $17.00

7611XF1190—Four 5 oz. Sherbets 17.00

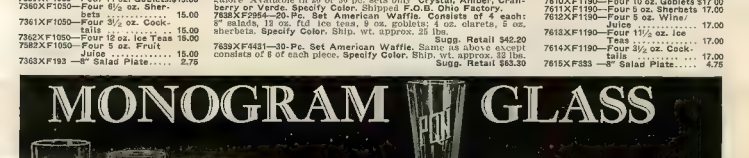
7612XF1190—Four 5 oz. Wine-Juice **17.00**

7613XF1190—Four 11½ oz. Ice Teas **17.00**

7614XF1190—Four 3½ oz. Cocktails **17.00**

7615XF333 —8" Salad Plate..... **4.75**

MONOGRAM GLASS



Iced Tea | Highball | Tumbler | Juice | Old Fashioned | Pilsener | Cocktail | Highball | Cocktail

Beautiful, Three-Letter, Monogrammed Glassware. Available in hand engraved slanted lettering, as illustrated. Be sure to specify choice of glass and initials. **Print initials Clearly. F.O.B. Illinois Factory.**

7489XF375 —Eight—choice of: 12 oz. Ice Tea, 10½ oz. Hiball, 5½ oz. Tumbler, 5 oz. Juice or 7 oz. Old Fashioned. Ship. wt. 5½ lbs **$5.00**

7490XF963 —Twelve choice of: 12 oz. Ice Tea, 10½ oz. Hiball, 5½ oz. Tumbler, 5 oz. Juice or 7 oz. Old Fashioned. Ship. wt. 8 lbs. . . **7.50**

7605XF938 —Eight 10 oz. Pilseners. Ship. wt. 5 lbs. **12.50**

7606XF863 —Eight 3½ oz. Cocktails. Ship. wt. 5 lbs.... **11.50**

7607XF1407—Twelve 10 oz. Pilseners. Ship. wt. 6 lbs . . . **18.75**

7608XF1295—Twelve 3½ oz. Cocktails. Ship. wt. 6 lbs . . . **17.75**

7516XF413 —Eight 13 oz. Roly Poly Hiballs. Ship. wt. 5½ lbs **5.50**

7519XF620 —Twelve 11 oz. Roly Poly Hiballs. Ship. wt. 7 lbs **8.25**

7517XF375 —Eight 5 oz. Roly Poly Cocktails. Ship wt. 5 lbs. **5.00**

7520XF563 —Twelve 5 oz. Roly Poly Cocktails. Ship wt. 6 lbs. **7.50**

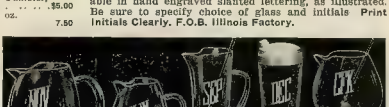
7491XF413 8½ oz. Pitcher. Ship. wt. 7 lbs **5.50**

7492XF320 32 oz. Pitcher. Ship. wt. 3 lbs. **4.25**

7493XF338 43 oz. Cocktail Mixer W/S. Ship. wt. 3 lbs . . . **4.50**

7494XF450—32 oz. Cocktail Shaker. Chr Top Ship wt. 3 lbs **6.00**

7495XF338 70 oz. Twirler W/S. Ship. wt. 7 lbs **4.50**



Beverage Pitcher | Pitcher | Mixer | Cocktail Shaker | Twirler

Books & Globes

Deluxe Edition

THE GOLDEN BOOK ENCYCLOPEDIA

16 Volume Set **Full Cloth Binding** **Color Illustrations**

571N4200—This beautiful and authoritative encyclopedia, created especially for young people, contains more than 500,000 words of simple text, printed in large, clear type. It covers 1,575 topics which, according to educational studies and surveys, are those most needed by the school child. **Sugg. Retail $56.00**

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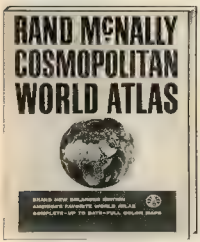
720N4950—Puts superb 20 volume set has been created expressly for junior high and high school students to help them develop better study habits, master homework assignments, retain useful facts and figures, increase daily vocabulary, and improve grades in school. **Sugg. Retail $66.00**



Rand McNally Cosmopolitan World Atlas

716N1121—This completely new edition has more new full color maps and charts (192 pages) and is more extensively improved and expanded than any previous edition. 16 page section of maps, charts, and pictures showing a story-by-picture of the universe and man's exploration such as the Mercury and Apollo projects.

Full Color Maps and Charts Population Figures

31,000 Spaces 1,000 Stamps of the world

The Comprehensive Stamp Outfit

5811N1046—Contains loose-leaf edition of the Comprehensive World Wide Album with over 31,000 spaces for stamps, 17,500 illustrations, 1,000 different stamps of the world, plus special packet of special stamps, 100 flag adhesives in color, 24 coats of arms and crests in color, magnifier, hinges, tongs, pocket stock book, 50 blank sheets. Size 10¼" x 12½". 704 pages. Hard cover. **Sugg. Retail $13.95**

"TRADITIONAL" by Rand McNally

633NF2320—This floor model 12" globe is mounted on a Duncan Phyfe base with rich walnut finish. Has a movable full meridian ring of heavy copper. Accurately detailed place names in large, clear type to conform to Rand McNally's highest cart graph standards. **Illuminated.** Ht. 33" Wt. 15 lbs. **F.O.B. Illinois Factory** **Sugg. Retail $39.95**

RAND McNALLY "COSMOPOLITAN"

- 16" Illuminated Globe
- Full Meridian
- Floor Stand

An outstanding floor stand, one of the finest Rand McNally 16" globes. Globe map is precisely accurate and completely up-to-date, a most dependable reference source. Full meridian ring, finish in brass, has degrees of latitude on one side, scale of miles on the other. **F.O.B. Illinois Factory.**

Ship. wt. 25 lbs.

624NF9900 Mahogany finish. Illuminated. **Retail $165.00**

702NF9900—Fruitwood finish. Illuminated. **Retail $165.00**

717NF9900—Oil Walnut Finish. Illuminated. **Retail $165.00**

THE "CENTENNIAL" By Rand McNally

- Exclusive Design
- Floor Model
- Illuminated World Globe

703NF15730—The magnificent Centennial is an exclusive Edward J. Wormley design. The 19" Globe is mounted in a full meridian of satin-finish brass which rotates on roller bearing, so that any part of the globe can be brought into view. Feet and center support are solid brass, finished in polished chrome. Brass screw studs are imbedded in the wood legs. Ht. 39" Wt. 22 lbs. **F.O.B. Illinois Factory. Ret. $250.00**

HANDSOME WALNUT FINISHED WOODEN FLOOR STAND

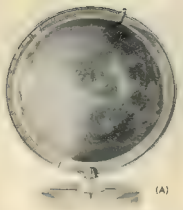
Retail Prices Are Suggested only and May Vary in Different Trading Areas

Replogle

WORLD GLOBES

EDUCATIONAL • ACCURATE • UP-TO-DATE

A gift the whole family will enjoy



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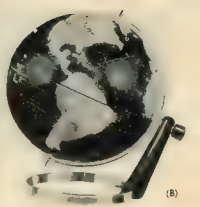


(B)

Sturdy 12" Globe

(A) 604NN668—**CHILDREN LEARN FASTER, UNDERSTAND MORE** with this large, sturdy 12-inch globe. Shows every country clearly and thousands of important places that occur in their studies. Numbered meridian locates places quickly; time dial tells time around the world. Satin-gold finish on metal meridian and base. Ht. 16", wt. 6 lbs.
Sugg. Retail $10.95

Dramatic Color 12" Globe

(B) 5006NN973—12-INCH STARLIGHT WITH DRAMATIC BLUE-BLACK OCEANS that enhance the brilliant land colors. "Space Flight" mounting swings any area of the map into view for closeup study. 10-color map shows thousands of important place names, all in clear easy-to-read type. Ebony finish upright with polished chrome meridian and base. Ht. 16½", wt. 6 lbs.
Sugg. Retail $15.95

Stereo Relief 12" Globe

(C) 5007NN1034—**THRILL TO NATURE'S EXCITING CONTRASTS** with this beautiful 12-inch globe in raised relief. Understand better how elevations create climate, affect populations, boundaries. Greatly detailed map in 10 bright colors shows each country clearly, illustrates the flow and direction of ocean currents. Patented "Space Flight" mounting—a twist of the knob brings any area instantly into view. Solid walnut upright, base ring and numbered meridian have rich satin-gold finish. Ht. 14½", wt. 4½ lbs.
Sugg. Retail $16.95

12" Globe and World Atlas

(D) 606NN1034—**FOR YOUR COMPLETE REFERENCE**, a big 12-inch globe combined with 200-page World Atlas that fits conveniently in the specially designed globe base. Globe shows thousands of important places; atlas has detailed U.S. and foreign country maps, gazetteer, and census supplement. Brass-finished numbered meridian; walnut wood-grain metal base. Ht. 17", wt. 7½ lbs.
Sugg. Retail $16.95

Illuminated 12" Globe

606NN1827—Same model with beautifully handcrafted 12-inch illuminated globe ball of lightweight super strong hard plastic. U.L. Approved. Wt. 9 lbs.
Sugg. Retail $29.95

STEREO RELIEF

(C)

(D)

ILLUMINATED GLOBES

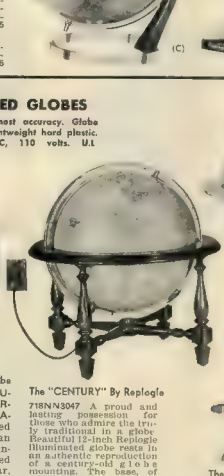
Handcrafted for utmost accuracy. Globe balls of durable, lightweight hard plastic. Operate on AC-DC, 110 volts. U.l Approved.

Illuminated Floor Model 12" Globe

5008NN3047—**12-INCH FLOOR MODEL ON DUNCAN PHYFE PEDESTAL BASE.** Beautiful globe mounted on solid walnut, hand-carved base offers a full view of the globe for quick, easy reference. Full, numbered meridian moves within semi-circular fork; both richly brass-plated. Ht. 34½", wt. 9½ lbs.
Sugg. Retail $49.95

10 Color Illuminated 12" Globe

5009NN1644—**AS VALUABLE FOR REFERENCE AS IT IS DECORATIVE.** 12-inch illuminated globe with full meridian mounting has rich satin-gold finish on numbered meridian and base. Clear, easy-to-read map in 10-colors; when lighted, each of its thousands of place names leap into greater brilliance. Handy snap-on switch on cord. Ht. 16½", wt. 7 lbs.
Sugg. Retail $26.95



The "CENTURY" By Replogle

718NN3047 A proud and lasting possession for those who admire the truly traditional in a globe. Beautiful 12-inch Replogle illuminated globe rests in an authentic reproduction of a century-old globe mounting. The base, of rich-tone solid Walnut is intricately hand carved and rubbed. All place names on the 10-color globe stand out brilliantly clear when globe is illuminated. Includes 32-page book of globe uses and games, "The Story of the Globe." Ht. 17", Ship. wt. 13 lbs.
Retail $49.95

The "HAMILTON" by Replogle

5010NF9760—Choose this huge 16-in. illuminated globe for a lifetime of valuable reference and superb beauty! Over 50 inches around; more than 9000 place names. Rests in a pedestal cradle base of genuine walnut. Movable brassplated meridian, 32 pg. book included. Ht. 39½", wt. 39 lbs. **F.O.B. Illinois Factory.**
Retail $160.00

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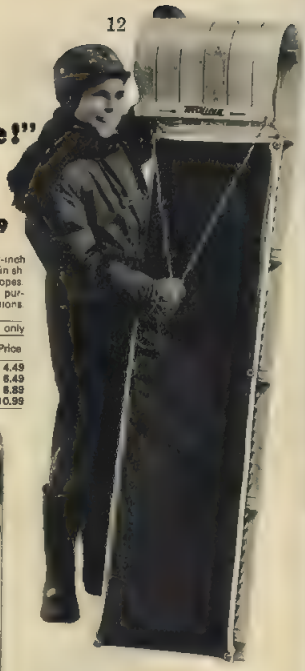
"EATON
TRULINE
toboggans
...my choice!"

Certified by
Bordie Howe

3 to 8-ft. lengths **4.49** to **18.49**

12



12 TRULINE Wooden Toboggans, 3/8-inch thick, with Marine Varnish spray finish. Red, white and blue side and pull ropes. Strengthening cross members. May be purchased with or without padded cushions.

L'gth. ft.	Width ins.	With Cushion		Toboggan only	
		Cat. No. W61-	Price	Cat. No. W61-	Price
3	12¼	R 5337	5.79	R 5341	4.49
4	12¼	R 5338	8.49	R 5342	6.49
5	15¼	R 5339	11.59	R 5343	8.89
8	17	R 5340	14.29	R 5344	10.99

13

13 TRULINE Aluminum Toboggans with built-in runners—give greater speed and control. Strengthening wooden slats. Polypropylene pull and side ropes. About 13 inches wide. May be purchased with or without padded cushions.

Length in ft	With Cushion		Toboggan only	
	Catalogue Number	Price	Catalogue Number	Price
4	W61-R 5315	7.99	W61-R 5320	5.96
5	W61-R 5316	10.29	W61-R 5321	7.58
6	W61-R 5317	12.19	W61-R 5322	8.88
7	W61-R 5318	15.49	W61-R 5323	11.48
8	W61-R 5319	18.49	W61-R 5324	13.88

14

NEW—at Eaton's toboggan sled

48-inch length **14.95**

14 Looking for the exciting thrill of a bob-sled run? Here it is in the new Toboggan Sled. Solid hardwood runners move swiftly over ice and snow. Wooden slats, hand rails. Steel steering ring. Red Vinyl padded seat cushion, pull rope. W61-R 6382. Length about 48 ins. 14.95

EATON

'65 VIKING outboard motor clearance

SAVE 40.00

15-h.p.—Top performance and power
Regularly 395.00

355.00 Cash or 19.00 monthly*

REPEAT OFFER

light-weight 6-h.p. motor as featured in our Climax Sale Catalogue

270.00 Cash or 15.00 monthly*

15 and **16** Compact, light-weight Motors feature equal power distribution for greater speed and fuel economy. Manual start; clean lines, classic styling; permanently bonded high-gloss Pearl White baked enamel finish. Three-position gear shifts. Two cylinders. Constant voltage at spark plug—engine can run on one cylinder—safer and more reliable.

(15) 15-h.p. Motor with 5-gallon external fuel tank. W61-R 7815. Regularly 395.00 SAVE 40.00 355.00

(16) 6-h.p. Motor with 3½-gallon external fuel tank. W61-R 7820..... 15.00 monthly* or Cash 270.00

Go Cart Hot Rod features real headlights

Without battery
$62.97 cash
$7.00 monthly

Slip behind the wheel of this racy 'rod, ease into gear and go. Tubular-steel frame, hardboard base and fenders, 7¼ in steel wheels with 1¼-in. rubber tires. Red finish with white seat and backrest. Steel steering shaft, rear cowl. Foot control, left-hand brake. 59x22 in. wide. Assembled. From Japan. Order any size 24 auto battery (12 volt) from Sears General Catalog. See shpg note.

79 N 8971 N—Wt. 50 lbs. $62.97

Auto battery-powered cars scoot along at speeds up to 5 miles per hour

Both have "stick shift" control for driving forward, or backing up to "park." Both equipped with brakes and an electric horn. Upholstered seats add to driving comfort . . so do the cushiony rubber tires

Without battery
$82.97 cash
$8.50 monthly

Streamlined Fire Chief's Car even has a foot-operated brake

Hop in, shift into gear . . you're off to answer that 4-11 alarm. Sleekly styled . . fire chief red finish. Black seat and back rest. Steel body, 51x23 inches wide. Removable clear plastic windshield. Chrome-plated grill. Floor control, floor brake. 1¾-inch rubber tires on 9-inch steel disc wheels. Assembled. From Japan. Order any size 24 auto battery (12-volt) from Sears General Catalog.

79 N 8972N—Shipping weight 60 lbs. (See shipping note below)....$82.97

$12.44 without batteries

Just push car in reverse to wind up oversize spring motor . . set brake, get on, release brake . . and off you go

ZOOOM-MOBILE by Marx . . the newest riding sensation

Enjoy sports car rides in this flashily-designed car with big spring motor power . . while the Za-Zooom motor adds realistic engine roar. Sturdily made of high-impact plastic in latest sports car color. Shaped bucket seat, dashboard with levers, horn. Large rear deck storage trunk with plastic play tools. Plastic tires and wheels with silver-colored discs. 37 inches long, 14 inches wide. Partly assembled. Order 2 "D" batteries listed at right for Za-Zooom motor.

79 N 8959L—Shipping weight 17 pounds.....$12.44

No Money Down on anything Sears sells

$29.88 without batteries

Stutz Bearcat with Za-Zooom Motor runs on battery power

Authentic-styled roadster of the roaring 20's is ready to roll . . up to 5 miles an hour. Steps easily, even reverses. Heavy duty red plastic body on steel chassis. 42x15 inches wide. Operating foot pedal, hand brake, bulb horn, spare tire, noise-making crank. 5¼-inch wheels. Assembled. Order 2 "D" batteries for Za-Zooom motor. Order 12-volt Hot-Shot battery to run car.

79 N 8618N M—Shipping weight 29 lbs. (See shipping note below) . $29.88

79 N 4660—"D" Battery. Shipping weight each 4 oz. . . Each 16c; 4 for 60c

79 N 8611 M—12-volt Hot-Shot Battery. Shipping weight 8 lbs.....$4.66

SHIPPING NOTE: *Items ending with N or NM (as 79 N 8618NM) sent freight (rail or truck) or express.*

So light . . weighs only 11 pounds. Drive it indoors or out . . no parts project to scuff furniture . . steel parts are plastic covered

$10.44

Racy Scat Cart from Italy

- Non-skid tires . . steers without slipping sideways . . protects floors
- Nylon bearings in wheels mean smoother, easier pedaling

A real sporty job in flashy red . . easy to carry or store. Pliable, soft plastic seat is adjustable and contoured for natural posture . . deep-sided to keep child securely in place. Rounds corners gradually and smoothly—no chance of tipping over. Automatic gear aligns front wheels to avoid any scraping on waxed floors or tearing of carpet. Special semi-circle steering wheel is added safety feature. About 30x16x15 inches high. 7¾-inch wheels. Partially assembled.

79 N 8958C—Shipping weight 11 pounds..... $10.44

Save this catalog . . you can order toys on pages 441 to 673 until Sept. 1, 1966

Dart Sports Car with real motor noise

$17.77 without batteries

Turquoise with red, white trim. Battery-powered noisemaker operated with "stick shift." Smooth nylon-bearing drive. 2-position pedal adjustment. Partly assembled. *Order 2 "D" batteries.*

79 N 8956L—Shipping weight 25 lbs..... $17.77

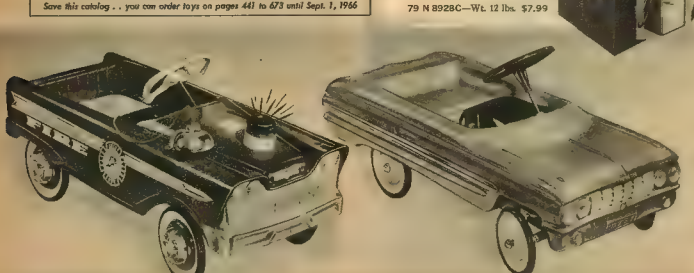
79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz. Each 16c; 4 for 60c

Turn crank, bell rings . . "gallons" register on Fire Chief® Gas Pump

$7.99

"Fill" up your tank from this colorful steel replica of an actual Texaco pump. Clicker in nozzle simulates gas pumping. Realistic hose. Dials register gallons and tenths of gallons. Includes sponge and spray bottle for cleaning windshields. Shelves for storage in back. Bright red enamel finish. 14x11½x30 in. high. Unassembled.

79 N 8928C—Wt. 12 lbs. $7.99



Make way for the Fire Chief's Special Car with loud warning bell and flashing red light

$15.77 without batteries

"Traffic" comes to a standstill when you roar out in your 36-in. fire engine red speedster with light blinking and bell clanging. Ball-bearing drive, 5-position pedal adjustment, 8-in. rubber-tired wheels. Sporty car-type hub caps. Steel body. Partially assembled. Order 1 "C" battery facing page.

Shipping weight 27 pounds.

79 N 8903L..... $15.77

Lightweight polyethylene Sportster makes rapid getaways . . handles with ease

$9.99

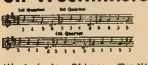
Polyethylene makes it light and maneuverable . . easy for the youngest sports enthusiast to handle. And it's tough, too, built to withstand years of hard play. The bright red color is built right in. Has ball-bearing drive, 3-position pedal adjustment, sturdy rubber tires. Overall size is 15 inches wide, 37 inches long. Partially assembled.

79 N 8954L—Shipping weight 16 pounds..... $9.99

Herschede and Revere Floor Clocks

Full Westminster Chimes

Herschede Floor Clocks are available in a wide variety of designs. All movements are eight-day, key-wound and weight driven



Lord, through this hour
Be thou our guide
So, by thy power
No foot shall slide.

Westminster Chimes. Traditionally rung from the Victoria Clock of the House of Parliament, these beloved chimes are correctly reproduced on four tubular bells. The original melodic inspiration is to be found in the fifth bar of Handel's magnificent symphony "I Know That My Redeemer Liveth."

All Revere Clocks feature the unerring accuracy of electric movements along with the soft, mellow music of the beautiful Westminster Chimes.

Prices Do Not Include 10% Federal Excise Tax

Full Color Brochure Available Upon Request

Herschede "WHITTIER"
8-Day Key Wind
"LONGWOOD"
8-Day Chain Wind

1174NF65600 — Honduras mahogany case with beaded columns and overlay trim. Glass sides. Dependable 8-day key-wound weight driven movement. Westminster Canterbury and Whittington chimes. 9 Tubular bells. Size: 80" high, 20¼" wide, 12" deep. Weight 246 lbs. Brown Mahogany Finish only. F.O.B. Mississippi Factory.
Retail $1094.00

1175NF50200 — Herschede "Whittier." Westminster chimes. 5 tubular bells. 8-day key-wound weight driven movement. Weight 205 lbs. Brown Mahogany only. F.O.B. Miss. Factory.
Retail $837.00

2400NF33000 — Herschede "Longwood." Same as above except Westminster chime on chimetone rods. 8-day chain wound weight driven movement, wood panel sides. Available in Mahogany, Walnut, Salem-Maple and Fruitwood. Specify Finish. Wt. 92 lbs. F.O.B. Miss. Factory.
Retail $550.00

Herschede "PLYMOUTH"
8-Day Key Wind
Revere "CONCORD"
Electric

Brass dials with Silver numeral circle. Black numbers and Black serpentine hands. Gold color filigree corner decorations, and top arch ornament. 73" high, 16" wide, 9⅛" deep. Available with Cherry or Mahogany Wood and finish. Specify Finish. Ship. wt. 55 lbs. F.O.B. Miss. Factory.

2103NF16000 — Herschede "Plymouth." Westminster Chimes on symphony chimetone rods. 8-day, key-wind movement.
Retail $267.00

2184NF16000 — Revere "Concord." Same as above with electric movement and swinging pendulum.
Retail $267.00

Herschede "SUFFOLK"
8-Day Key Wind
"WEATHERLY"
8-Day Chain Wind

2264NF62100 — Herschede "Suffolk." Westminster chimes 5 tubular bells. 8-day movement. Colonial design with full fluted columns Honduras mahogany or cherry wood. Gold dial, spun silver numeral circle and serpentine hands. 80" high, 20" wide, 13½" deep Available in Cherry, Red Mahogany, or Brown Mahogany finish. Specify. F.O.B. Miss. Factory. Ship. wt. 214 lbs. Retail $1035.00

2401NF17700 — Herschede "Weatherly." Westminster chime on symphony-chimetone rods 8-day chain wind weight driven movement. Brass dial without moon. Dim.. 72" high. 16⅛" wide. 9½" deep. Available in Fruitwood, Mahogany, Salem-Maple. Specify. Wt. 56 lbs. F.O.B. Miss. Factory. Retail $295.00

Herschede "NEWTON"
8-Day Key Wind
Revere "LYNN" Electric

Gold color scroll dial, spun Silver numeral circle. 71½" high, 15⅛" wide, 9⅜" deep. Dependable movement. Available in Mahogany, Maple or Cherry. Ship. wt. 50 lbs. F.O.B. Miss. Factory. Specify Finish.

1913NF12500 — Herschede "Newton." Westminster chimes on symphony chimetone rods. 8-day, key-wind, pendulum movement.
Retail $208.00

1914NF12500 — Revere "Lynn." Westminster chimes on symphony chimetone rods. Electric movement with swinging pendulum.
Retail $208.00

Herschede "HAVERFORD"
8-Day Key Wind
9-Tubular Bells
5-Tubular Bells

Genuine Honduras mahogany case with crotch mahogany overlays and hand carved ornamentation. 85½" high, 25⅜" wide, 16½" deep. Brown mahogany finish. The nine tubular bells offer a choice of the three most loved chime melodies — Westminster, Canterbury or Whittington. The five tubular bell models play only one melody, the famous Westminster Chimes. Brown mahogany finish F.O.B. Miss. Factory.

2265NF97600 — Herschede-"Haverford." Westminster, Canterbury, and Whittington chimes on 9 tubular bells. 8-day movement. Ship. wt. 425 lbs.
Retail $1627.00

2267NF82200 — Herschede "Haverford." Westminster Chimes on 5 tubular bells. 8-day movement. Ship. wt. 392 lbs.
Retail $1370.00

Special Full-Color Brochure on Floor Clocks Available Upon Request

GRAYMARINE

1965 STARTS OUR 59TH YEAR

The Most Popular V8's in American and European Stockboats

Gray Marine, which has been a wholly-owned subsidiary of Continental Motors Corporation for 20 years, last year became a Division, thus consolidating a Detroit-Muskegon manufacturing operation which has existed for several decades. Continental has supplied engine blocks and assemblies for Graymarine engines since World War I.

By transferring total Graymarine production to the main plant at Muskegon, we join this manufacturing complex at its source. At the same time, we have moved the Graymarine Engineering Department to the Continental research facility in Detroit, which is also the center for Continental aircraft engine research and engineering.

The objective of these moves is more efficient engineering and production, and better service to Graymarine customers. They put Graymarine in a position to build engines in greater volume, at an advantageous price, and with closest quality control.

The Graymarine tradename represents a known standard of quality, and we guard that name with the best engineering and the best service action in the industry. The owner of a Gray-powered boat can be confident that this 58-year-old organization will be there through the years, to take care of his needs.

Graymarine builds a full range of high-output V8's in the useful power range from 175 hp to 280 hp—also 4's and 6's from 25 hp to 109 hp.

GRAY MARINE ENGINE DIVISION

CONTINENTAL MOTORS CORPORATION

SALES DEPARTMENT OFFICE: 12700 KERCHEVAL AVENUE, DETROIT, MICHIGAN 48215

SERVICE DEPARTMENT AND SHIPPING, 202 MARKET STREET, MUSKEGON, MICHIGAN 49443

Cinderella's Friends Gus and Jac As Colorful Stuffed Toys by Gund

Gund Mfg. Company is making colorful stuffed toys based on two characters from "Cinderella," Walt Disney's cartoon technicolor feature to be re-released soon.

Made of gray short pile plush and standing 14½" and 15¾" high respectively are Gus and Jac, Cinderella's favorite friends. Gus wears a red felt jacket, green shoes and felt hat while Jac sports a yellow turtleneck sweater, orange coat and blue shoes and felt hat. Each toy retails at about $6

President Appointed For Eldon Subsidiary

Paul R. Dolan has been named president of Eldon Fiberglass Mfg. Company, a wholly owned subsidiary of Eldon Industries, Inc. The appointment was announced by Robert Silverstein, president of the parent corporation. Mr. Dolan was previously president of Pioneer Mfg. Company, Los Angeles.

Paul R. Dolan

Eldon Fiberglass serves as a prime and subcontractor for aerospace assemblies in reinforced plastics and metal bonding. Work on prime contracts is now underway for the U. S. Army (warhead structures for the "Pershing" missile) and Navy (design and prototypes of airborne launchers and torpedo tubes). Other products include housings and body skins for missiles and insulation panels for the Saturn launch vehicle

Eldon Fiberglass has also completed contracts or has work in progress for Aerojet-General, Boeing, Ford Motor, Beckman Instruments, Lockheed and McDonnell Aircraft, Rocketdyne, Philco and Northrop.

Dell Gets TV Licenses, New Reps

The acquisition of licenses for several TV personality items and the reorganization of its sales staff have been announced by Dell Plastics Company, Inc., 342 Herzl Street, Brooklyn 12, N. Y.

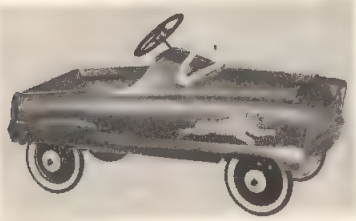
According to Jimmie Weiss, who has rejoined Dell as national sales manager, the agreements are for the manufacture of the Official Soupy Sales Loop-D-Loop, YoYo and Paddle Ball, and for Casper the Friendly Ghost and some of his TV friends as a flexible toy.

Mr. Weiss said that Loop-D-Loop has been on television in the New York area since May 5 and that TV promotions for the other items are also being scheduled.

Dell's new sales representatives are Yale Erlach & Associates—for the Southeast, Al Cohen Associates—Southwest; Bob Fritzler—Rocky Mountain states; Phil Elsner—California; and Vince Badolato—Northwest

Continuing as representatives are Saul Weinstein—New York City, New England, Pennsylvania, Baltimore and Washington, D. C.; and Art Folkoff—the states of Illinois, Indiana, Wisconsin, Michigan and Ohio

Streamlined Sports Auto by Carton



Knuckle-type steering, which reportedly assures easier and better radius turning, is one of the features of a new streamlined Sports Auto from the Carton Toy Company, Sheboygan, Wisc.

The sturdily-built, 37"-long vehicle also includes adjustable pedals, ball-bearing rear axle supports and pull straps, an "improved" gear shift designed to eliminate dead center and 8" ball-bearing wheels with whitewall rubber tires.

Other items made by Carton are racers, fire engines, tractors, jeeps, wagons, scooters, tricycles, sleds, croquet games, water skiis and table and chair sets. The firm's 1965 catalog is available on request

Lido Buys Stock of Buffalo Group and Lakeland Plastics

Efrem Arenstein, president of Lido Corporation, a popular-priced plastics toy manufacturing and importing company, has announced the purchase of all the outstanding capital stock of a group of companies comprising Buffalo Molded Plastics, located at Buffalo, N. Y., and 78% of Lakeland Plastics Company, Erie, Pa.

The consolidated sales of the group were reported to be in excess of $8 million. The purchase price for the aforementioned stock is approximately $4 million, payable in cash and notes.

Mr. Arenstein further stated that there would be no change in present management. Charles E. Cataldo, president of the Buffalo group, will remain as chief executive officer in charge of all operations.

The Buffalo group manufactures injection custom-molded plastic parts for the toy, automotive and appliance industries.

Send Off: Sept. '54

An Aircraft Carrier had a mechanical catapult that launched planes which glided 30 to 40 feet.

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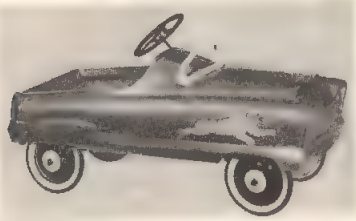

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Send Off: Sept. '54

An Aircraft Carrier had a mechanical catapult that launched planes which glided 30 to 40 feet.

Playtime Guns with Realistic Effects

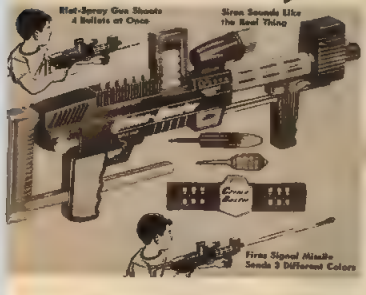
A SMOKE-BANG RIFLE. "Spittin' Image" of famed carbine. Just cock . . pull trigger and gun produces a loud, harmless bang with plenty of smoke. Needs no ammunition. Forearm and stock are wood-grained plastic. Blued steel "slimline" barrel. About 34 in. long.
48 T 3426M—Ship. wt. 2 lbs. 12 oz. **$4.66**

B RICOCHET SMOKE-NOISE RIFLE. Pull trigger . . bangs, whines and smokes with the ricochet sound of a real bullet. Needs no ammunition. Durable steel construction with plastic, wood-grained stock. About 30 in. long.
48 T 3423M—Ship. wt. 2 lbs. 14 oz. **$2.99**

C AUTOMATIC SMOKE RIFLE. You'll hear a loud bang and see harmless smoke coming from the barrel. Cocks and recoils like a real carbine. Needs no ammunition. Wood-grained stock of plastic; metal barrel. About 30 in. long.
48 T 3432M—Ship. wt. 2 lbs. 2 oz. **$2.39**

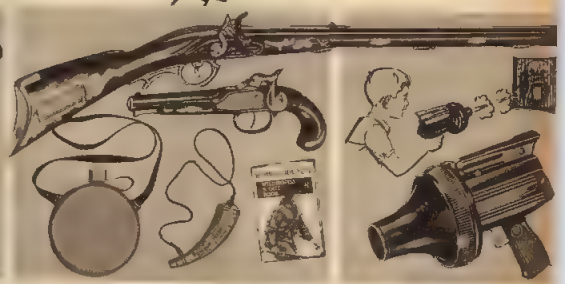
D SONIC MYSTERY GUN SET. Shoots mysterious blast of air across room and "scores" on colorful jumbo target. Harmless, needs no ammunition. Set includes heavy-gauge steel gun about 30 in. long, jumbo target, about 27x3 inches, illustrated with tiger and bull's-eye, self-contained stand.
48 T 3416 M—Ship. wt. 2 lbs. 6 oz. **$3.66**

"Charge It!" See Page 395.



Crime Buster Police Gun ONLY $6.99

CRIME BUSTER POLICE GUN. Action police gun is about 30 in. long. Fires signal messages . . sends 3 different color signals into air. Has real-sounding siren. Smoke grenade is detonated with a cap* and actually releases smoke. Tracer barrel sparkles. Riot spray gun attachment shoots four bullets at once, has its own storage rack at rear of barrel. Fires clip-fed machine gun bullets. Two-position stock for shoulder or hip firing. Included in set are 4 riot gun bullets, 6 machine gun bullets and cartridge belt.
48 T 3342 M—Shipping weight 2 lbs. 8 oz. . . . . SET **$4.99**



Daniel Boone Set $2.99

DANIEL BOONE SET. Old time powder rifle (about 33 inches long) that shoots caps.* Authentic looking rifle has scrollwork on stock and barrel. Plastic powder horn with strap. Matching pistol (about 8 in. long) with scrollwork. Round, plastic canteen with strap for hunting and scouting trips. Also included with your Daniel Boone set is "Daniel Boone's Wilderness Scout Book." Guns are sturdy plastic.
48 T 3387 M—Ship. wt. 2 lbs. 8 oz. . . . **SET $2.99**

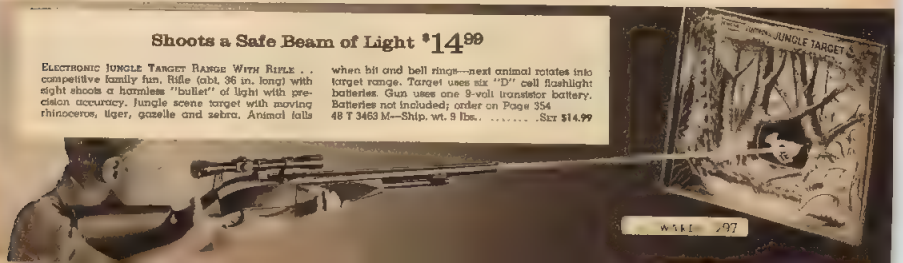
Air Blaster Gun $4.67

AIR BLASTER GUN AND TARGET SET. The new, exciting gun with hurricane action. Air Blaster shoots a blast of air up to 30 feet away. Your imagination will supply many targets, but included with gun is a hanging target of a ferocious looking gorilla. Also included are four standing targets with strange creatures. Gun is sturdy, high-impact plastic. Colorful targets are constructed of cardboard.
48 T 3391 -Ship. wt. 1 lb. 8 oz. SET **$4.67**

Shop Early, Phone Early . . See Page 392 for the Catalog House nearest you.

Shoots a Safe Beam of Light $14.99

ELECTRONIC JUNGLE TARGET RANGE WITH RIFLE . . competitive family fun. Rifle (abt. 36 in. long) with sight shoots a harmless "bullet" of light with precision accuracy. Jungle scene target with moving rhinoceros, tiger, gazelle and zebra. Animal falls when hit and bell rings—next animal rotates into target range. Target uses six "D" cell flashlight batteries. Gun uses one 9-volt transistor battery. Batteries not included; order on Page 354
48 T 3463 M—Ship. wt. 9 lbs. . . . . SET **$14.99**



Student Accordian

Arranged, extremely reliable instrument with 25 treble keys, 12 basses, 2 sets of treble reeds, high quality bass steel reeds, 16 drop fold bellows with gold corners, total bellows length 10½". Includes a carrying strap. Adjustable shoulder straps. Instrument size 17¾" long x 14" wide x 5" deep. Available in Jet Black or Grey Pearl. Specify.

1940G5259—Student Accordion. Retail
1940.3G4988—3 or More. **$82.50**

CATALINA ACCORDIONS

Known for tonal quality; expert Italian workmanship; top-grade materials. Reeds—Swedish Blue steel. **Reed Blocks** violin spruce, laminated with seasoned hardwood. **Bellows** Handmade, reinforced, fitted. **Body**—3-ply hardwood, reinforced corner blocks, covered in rich Pearl. **Switches**—pin-type, slides shielded to prevent binding.

Catalina Grand

2549MF23400 Mahogany Grand. 20 bass 3 tone 4 bass reed sets, 7 treble and 2 bass automatic switches, 48% keyboard compass and extra wide bass. Size 20 x 19 x 11" Jet Black or Pearl White Specify. **$425.00**
F.O.B. Illinois or New York Sugg. Retail
3026MF27308 **Catalina Grand Electric.** Same as above with pick-up for use with electronic tone control amplifier set. Specify color. Sugg. Retail $495.00

Catalina Club

3088MF19825 Full size 120 bass accordion. 2 voices and 3 pre-set treble switches, 41 treble keys with 2 and 4 note chords. 17½" keyboard. Complete with padded shoulder straps, tone control and deluxe case. Size 20 x 19 x 9". Available in White Pearl or Black. Specify. F.O.B. Illinois or N. Y. Sugg. Retail **$350.00**

Hohner Button Accordions—Made in Germany

3 Row Button Accordion

18-fold bellows, 31 treble buttons, 12 bass buttons, 2 sets of treble reeds, 2 sets of bass reeds, Jet Black celluloid finish. Edges reinforced—metal corner protectors, 7"x9½" Ships wt. 13 lbs. Key comb. G-C-D only.
1814G7685—3 Row Button Accordion.
1614/3G7259—3 or more Sugg. Retail **$130.00**

2 Row Button Accordion

16-fold bellows, 3 basses. Ebony finish. Metal corner guards. Reinforced edges. Leather bass strap, bellows clasps and thumb straps. 7"x9½" Ship. wt. 9¼ lbs. Key comb. G-C only.
1815G1138—2 Row Button Accordion.
1613/3G5031—3 or more. Sugg. Ret. **$70.00**

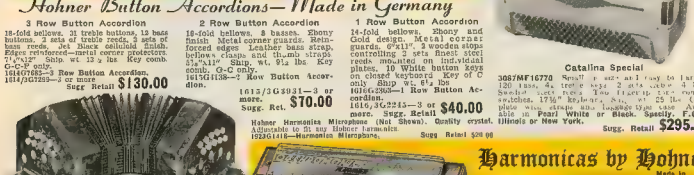
1 Row Button Accordion

14-fold bellows. Ebony and Gold design. Metal corner guards. 6"x11". 2 wooden stops controlling 2 sets finest steel reeds mounted on individual plates. 10 White button keys on closed keyboard. Key of C only. Ship wt. 6½ lbs.
1816G2805—1 Row Button Accordion.
1616/3G2245—3 or more. Sugg. Retail **$40.00**

Hohner Harmonica Microphone (Not Shown). Quality crystal. Adjustable to fit any Hohner harmonica
1922G1116—Harmonica Microphone. Sugg. Retail $20.00

Catalina Special

3087MF16770 Small size accordion for handling. 120 bass, 4 tone reed sets, 2 sets treble and 4 bass Swedish steel reeds. Two tone-up full control switches. 17½" keyboard, 34 treble keys, 25 bass. Complete with straps and luggage type case. Available in Pearl White or Black. Specify. F.O.B. Illinois or New York. Sugg. Retail **$295.00**

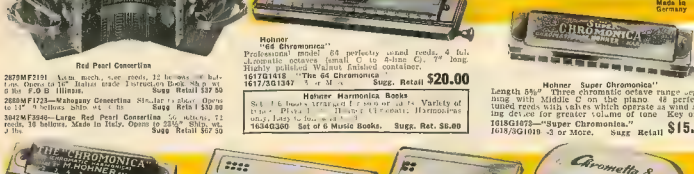


Red Pearl Concertina

2878MF3101 Aluminum reeds, 12 buttons on button. Ebony finish. Brass corner protectors. Ships wt. 6 lbs. F.O.B. Illinois. Sugg. Retail $37.50

2888MF123—Mahogany Concertina Similar to above. Opens to 14" 9 bellows folds wt. 7 lbs. Sugg. Retail $50.00

3042MF3946—Large Red Pearl Concertina 56 buttons, 72 reeds, 18 bellows. Made in Italy. Opens to 23½". Ships wt. 9 lbs. Sugg. Retail $67.50



Hohner "64 Chromonica"

Professional model 64 perfectly tuned reeds, 4 full chromatic octaves (small C to 4-line C). 7" long. Highly polished Walnut finished container.
1617G1418—"The 64 Chromonica" Sugg. Retail **$20.00**
1617/3G1397 3 or More

Hohner Harmonica Books

Set of 6 books arranged for use of all. Variety of tunes. Plays on Hohner Chromatic Harmonicas only. Easy to learn method.
1634G300 Set of 6 Music Books. Sugg. Ret. $6.00

Hohner Super Chromonica"

Length 5⅝". Three chromatic octave range beginning with Middle C on the piano. 48 perfectly tuned reeds with valves which operate as wind saving devices for greater volume of tone. Key of C
1618G1072—"Super Chromonica." Sugg. Retail **$15.00**
1618/3G1019 -3 or More.

Hohner "Chromonica"

Chromatic Harmonica 4⅝" long. Supplies full tone, rich range and light tone in regular style instruments. 40 perfectly tuned reeds with wind saving valves for greater volume of tone. Heavy nickel-plated covers. Key of C.
1639G198—"Chromonica" Sugg. Retail **$10.00**
1619/3G611—3 or More.

"Echo" Harmonica

Large double tuned Tremolo Harmonica 6⅝" long. In two different keys with 64 double holes, 80 reeds. Finely nickel-plated covers in attractively etched design. C-G key comb.
1924G603—"Echo" Harmonica
1924/3G573—3 or more Sugg. Retail **$8.50**

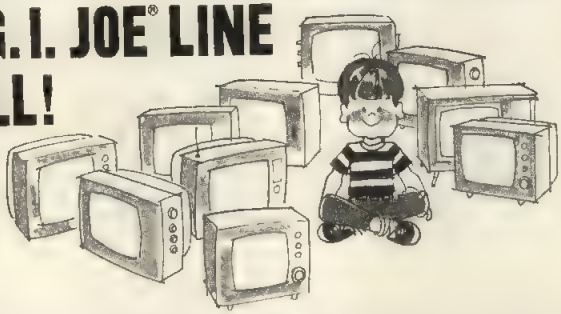
"Echo" Harmonica

Double sided Harmonica 4⅝" long. In two different keys having 32 double holes and 64 perfectly tuned reeds. Finely nickel-plated covers in attractively etched design. C-G key combination.
1621G421—"Echo" Harmonica
1621/3G606—3 or more Sugg. Retail **$6.00**

Hohner "Chrometta 8"

Chromatic Harmonica 4⅝" long. 32 reeds equipped with wind saving valves. Two chromatic Octave range. 8 holes, slightly oversized. Streamlined synthetic comb guaranteed moisture proof, nickel-plated covers. Key of "C" only.
1925G356 "Chrometta 8" Sugg. Retail **$5.00**
1925/3G338 3 or More.

WE'RE GOING ALL OUT WITH TEN DIFFERENT TV COMMERCIALS TO SHOW BOYS THE MAGNITUDE OF THE G.I. JOE® LINE THIS FALL!



The world's largest standing Army is on the move. New millions of G. I. Joes are giving the trade *action* and our supply lines are feeding substantial shipments of new equipment. The new Ski Patrol is joining the G. I. Joe Action Soldiers, the new Medics are joining the Marines on their beachhead, the amazing Deep Sea Divers that can be lowered and raised in actual water are joining the G. I. Joe Frogmen. Realistic jeeps authentically scaled are going into battle action, and footlockers are going out to keep every boy's equipment ready for inspection. The new and complete line of G. I. Joes and G. I. Joe equipment is big—so big and dramatic that Hasbro has made ten different commercials to lay down a tremendous G. I. Joe barrage on television this Fall. On *Network:* NBC and ABC. On *spot* TV in over a hundred markets. Ten different commercials in color will do the job. Watch for them and watch the big business they will bring you this season.

HASBRO

Get your share of Hasbro action

G. I. JOE® DIVISION • HASSENFELD BROS., INC. • PAWTUCKET, RHODE ISLAND

No. 707 Wasp X707
Cap Gun and Caps

THE
OHIO ART
COMPANY
BRYAN, OHIO
MAKERS OF
Etch A Sketch

NEW YORK OFFICE
200 FIFTH AVENUE BUILDING
ROOM 828

RICHMOND
Litho Plate • Velvo Plate

Easel Blackboards
Wall Blackboards
Number and
Spelling Boards
Bulletin Boards

Richmond School Furniture Co.
MUNCIE, INDIANA

REALLY SELLING!

Weird-ohs

Silly Surfers
and Frantics
Model Kits

hawk Most Trusted Name in Modeling

4600 N. Olcott Ave. Chicago, Ill. 60631

SEE
CLASSIFIED ADS
PAGES 160, 161

Washington and Oregon to the list for Christy

Dam Things Originals' Troll line is now being represented in southern California, Utah, Nevada, Arizona and New Mexico by the Ragglands organization.

✢

SIDNEY LEE COMPANY have now instituted residential coverage for all their lines in the Islands with the appointment of Bob Sun in Hawaii He headquarters on Dillingham Blvd. in Honolulu.

On other fronts, Mr. Lee reports that Carl Bender takes up residence in Denver this month, and that the Portland office has moved to new 1,800-square-foot quarters at 915 S.W. 15 Avenue. In Los Angeles, Roy McGrail has joined the staff under Harold Bell. He was formerly associated with the A. C. Gilbert Company for six years.

✢

J. C. UNGER & ASSOCIATES, Bendix Bldg., Los Angeles, are handling the Royalty Designs Company of Florida's animal and novelty banks in Oregon, Washington, California, Nevada and Arizona They are also covering this territory on behalf of Blake Industries, manufacturers of animated rubber latex toys, vinyl squeeze toys and novelties They are covering California for Embree Mfg. Company's line of activity books, Magic Movies and Mirro-Fun.

Recently Herbert Gross Associates, Studio City, Calif., appointed the J. C. Unger Company to arrange national representation for their line of Shtix products, pressure sensitive paper products for the teenage market.

✢

UNION DISTRIBUTING COMPANY has moved headquarters to 9135 Central, Montclair, Calif., where Andy Kennedy now has his buying office . . . Disco Fair, Oxnard, Calif., is expanding facilities with construction of a new warehouse and office building . . . Bi-Mart Corporation has opened a 30,000-square-foot membership discount department

THE GLAMOUR EYES HAVE IT!
•"Glamour Eyes"...revolutionary dolls' eyes with a life-like look...instant sales-appeal! Flirty movable eyes (fixed eyes, too)...only from Margon CORP
149 Thomas Street, Newark, N. J. Direct N. Y. Phone: Whitehall 3-2797
55 Broadview Avenue, Toronto, Canada. Phone: 465-7414

THE TOY CENTER

more toy and hobby showrooms under one roof than anywhere else in the world

The Fifth Avenue Building
200 Fifth Avenue, at 23rd Street, New York
Helmsley Spear, Inc. • Managing Agent
Room 1501 • ORegon 5 3535

Hubley TOYS
THE HUBLEY MANUFACTURING CO., LANCASTER, PA.

• MIGHTY METAL TOYS
• METAL CAR KITS
• CAP PISTOLS, HOLSTER SETS

NEW YORK OFFICE: SUITE 611, 200 FIFTH AVE.

Prize Packages*

. . . are yours with A & H Dolls' complete series of beautifully costumed dolls (including the new "Teens in Bells") . . . all packaged in A & H designed & created, crystal-clear plastic "Bells."

*Trademarks, trade dress, awards and marketing rights pending

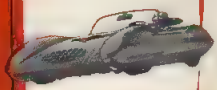
A&H DOLL
MFG. CORPORATION
200 FIFTH Av., N.Y. 10, N.Y., AL 5-5400
Plant: 42-12 58 St., Woodside 77, N.Y.

ALL HAWK

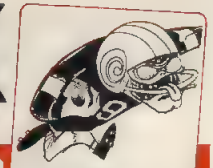
MAVERICK

Loaded with customer appeal—a motorized and customized vehicle with plated body panels, hub caps, exterior exhaust, a power train and a powerful electric motor. An outstanding attraction and challenge for every modeler
Model No. 211 .....**$2.00** Retail

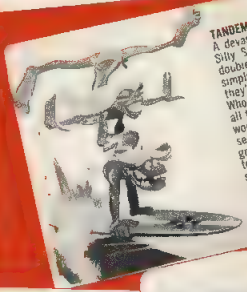
CHEROKEE SPORTS ROADSTER
The Hawk engineered Cherokee sports roadster with rubber powered action, is a masterpiece of design with great customizing potential, exciting interior detail and rear deck baggage rack
Model No. 638 **50c** Retail



SEBRING SPORTS ROADSTER
A "live" rally wagon with the quickly identifiable lines of the true competition car. Rubber powered, to give the feel and look of live action. An outstanding competitor
Model No. 638 .....**50c** Retail



KILLER McBASH
A terror on the gridiron who specializes in a mayhem consisting of eye-gouging, bone breaking, nose twisting and thumb twisting. A charter member of the All-American heel club. Winsome chap.
Model No. 539 ..... **$1.00** Retail



TANDEM SURFERS
A devastating duo of Silly Surfers who double the thrills simply because they're paired. Whoever, in all the world has seen such grace, poise, aplomb such total awkwardness? Reason enough for these two to move in volume
Model No. 544 **$1.00** the pair

hawk

Trusted In Modeling

NAVY PANTHER
An exciting replica of the Navy F9F-3 Panther Plane that is exactingly detailed. Gives the modeler a fine chance to express his customizing skills. Captures customers with an amazing regularity.
Model No. 502 ..... **$1.00** Retail

TRAVELAIRE MYSTERY SHIP
A ¼" scale model of the 1929 mystery ship which won the National Air Races with an average speed of 194.90 mph. Uncannily duplicated by hawk so that it looks "race-ready" again. A dynamic looking kit with built-in thrills.
Model No. 640 ..... **50c** Retail

RYAN ST/PT-20
Among the best looking aircraft ever designed, the Ryan was produced in a variety of military and civilian versions. To Hawk's traditional ¼" scale, it can be built either as a sea or land plane. Fully aerobatic.
Model No. 510 .. **$1.00** Retail

WILD WOODIE
What a wild and wooly Woodie! Simulated grain paneling porthole window, minia ture surfboards for fenders, combine to give this a touch of class and a customizing challenge. If they've got taste, they'll love this.
Model No. 545 . . . **$1.00** Retail

HAWK MODEL COMPANY • 4600 NORTH OLCOTT AVENUE • CHICAGO, ILL. 60631

...Stamps and Toys

(Continued from page 89)

with the data processing center linked to data relay stations in each of nine warehouses throughout the country by a private Western Union wire network. Each week the redemption center (or outlet) manager sends the warehouse a listing of activity on each of the 1,500 items S&H stocks. The machines verify the totals, code the individual reports and send them to the New York center. There they are converted into punched cards, checked to make certain no information has been lost, and converted into national inventory records for headquarters and district managers.

CLEARANCE SELLING

Stamp companies cannot afford to let slow movers accumulate. Triple S has a Blue Tag Program which gathers all these slow items in each redemption center and places them in prominent display positions. Using them as leaders, the book values are reduced for impulse buying. In addition, the outlet's manager is offered an incentive to move the merchandise. Mr. McCarthy's decisions are based on six weeks stock. One piece—in order to stay in the catalog—must have a minimum turn of 3,000 books redeemed.

These companies also have special ways to hold down the amount of shopworn merchandise. Damage is fairly slight because little merchandise is on display, usually only one of an item. Choice and choosing is encouraged by catalog, and most people know what they want before coming in. Also, most redemption centers control the problem by redeeming from *display*.

Manufacturers interested in this market must be ready to package specifically according to need. The packaging problem falls into three categories: outside wrappings, unit per package, and insertion data. Outside wrappings are of little importance because the customer is buying from a catalog. Fancy wrappings may well be destroyed or damaged and the package must be easily storable for warehouse pur-

THE BEST QUALITY LINE

EXCLUSIVE AIRPLANE CONTROL

HAZELLE'S NEW MARIONETTES AND HAND PUPPETS

"POPULAR" MARIONETTE
EACH 14" TALL
5.98

7.98
"TALKING" MARIONETTE

Order this Proved by-Test $250 ASSORTMENT

BEST Selected Stock	Suggested Retail Each
18-pcs. "Beginners" Marionettes	$3.98
21-pcs. "Popular" Marionettes	5.98
16-pcs. "Talking" Marionettes	7.98
6-pcs. Marionette Stage	4.98
72-pcs. Opening Mouth Hand Puppets	1.29

Phone 816-842-2564

MAIL TODAY

Makers of Marionettes & Puppets Exclusively for 25 Years

Hazelle INC.
1224 Admiral Blvd.
Kansas City, Mo. 64106

Full Freight Allowed FREE Shipped—Deducted From Your Invoice

☐ Send $250 Assortment Immediately
☐ Send FREE Color Catalog & Prices

Your Name_____
Firm_____
Address_____
City/State_____

55 hp and...it trolls on less than a quart of gas an hour!

With the new Homelite 4-Cycle-55 this kind of economy is not a sometime thing.

Try it at idle and trolling speeds — it uses so little gas that it's difficult to measure consumption.

Try it at *any* speed — it cuts gas and oil cost in half compared to ordinary outboards of comparable horsepower. And it uses any regular (90 octane or better) automotive or marine gas.

Because it burns gasoline only, there's no messy mixing of gas and oil. No smoke or fumes to fog your way either, even at the slowest speeds.

When you pour on the coal the 4-Cycle-55 responds eagerly... with power to top 30 to 40 mph depending on boat and load... power to pull up 2, 3, 4 or more water skiers... power to drive heavy loads at respectable speeds.

It does all this with whisper quiet. At idle the Grand Prix is so silent that you'll have to double check to be sure it's running. At any speed it's as quiet as a running engine can be.

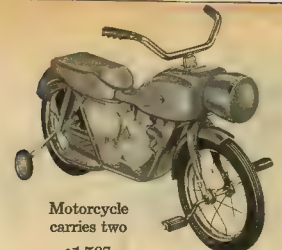
That's why more and more thoughtful outboarders are turning to the 4-Cycle-55 as the one engine that will meet their every boating need.

Whether you're moving up from a lower horsepower or trying to escape a budget-busting old fashioned outboard, see a demonstration of the Homelite 4-Cycle-55. You'll be glad you did.

For the name of your nearest dealer and a copy of our colorful brochure, write to Homelite, 5301 Riverdale Ave., Port Chester, N.Y.

A extron DIVISION

HOMELITE 4-CYCLE-55



Motorcycle carries two

$15.97

Realistic engine detail. 12 inch steel-spoke wheels roll on semi-pneumatic tires. Training wheels come off to make it a fast two-wheeler. Extra strong linear polyethylene body, metal fenders and wheels. Chrome-plated steel handle bars fully adjustable. Red and aluminum color. Measures 36x24 inches. Unassembled.

79 N 8607L—Shipping weight 14 pounds.... . ... . **$15.97**

It's a HONDA $19.99

$2.97

V-RROOM!

Sounds like a real-revving engine. No batteries needed—just pump the handle and hear it sound off, flip a switch and horn sounds. Mountings incl.

49 N 8631—Wt. 2 lbs. **$2.97**

$3.44

TIGEROO

Squeeze handgrip for real action—see gleaming-white fangs and mouth open as he bellows forth a jungle roar. Boldly-striped plastic. Tail included.

49 N 8634—Wt. 2 lbs. . .**$3.44**

Looks and sounds like a real motorcycle

Chain-driven pedal action provides the motion. Steel-spoke wheels roll with the greatest of ease on semi-pneumatic tires. Realistic motor sound . . no batteries needed. Big, comfort-contoured seat. When confidence comes, training wheels are removable. Authentic cream and red color plastic body. "Headlight" and other decorations finished in aluminum-color paint. Measures 27 in. high, 45 in. long. Partly assembled. Freight (rail or truck) or express.

79 N 8635N—Shipping weight 20 pounds. **$19.99**

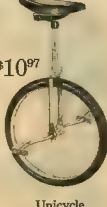
Just say "Charge It" when you phone your order

$23.99

14-in. rear wheels make it our steadiest 3-wheeler

Sure-footed even on the sharpest turns. Chain-drive with all ball-bearing movement. Springy vinyl seat, 16-inch front wheel and semi-pneumatic tires. Strong red and white steel frame. Adjustable chrome-plated handlebars. Plastic pedals and hand grips. Chain guard encloses chain on both sides for safety. Leg reach 18 inches and longer. Unassembled.

79 N 8796L Wt. 37 lbs. . . .**$23.99**



$10.97

Unicycle

New fun fad that's rolling across the country. Good test of balance. Big 16-inch wheel with semi-pneumatic tire with plastic pedals. Rolls on ball bearings. Banana seat with coil springs fully padded. Steel frame finished in white Adjust seat to your height. Partly assembled.

79 N8639C-Wt. 13lbs.**$10.97**

Sidewalk Bike with coaster brake

- Coasts without pedaling
- Brakes to a fast, sure stop
- Remove bar for a girl's bike

Low price for big bike features? Sure. Coaster brake allows coasting without the turning of pedals. Chain drive for real power. Adjustable vinyl seat and chrome-plated handlebars with gay-color streamers. Take off crossbar and you have a girl's bike. Training wheels come off, too. 13-inch semi-pneumatic tires, nylon bearing wheels. 16 to 19-inch leg reach. Unassembled.

79N8632L-Wt. 25 lbs. **$18.97**

$18.97

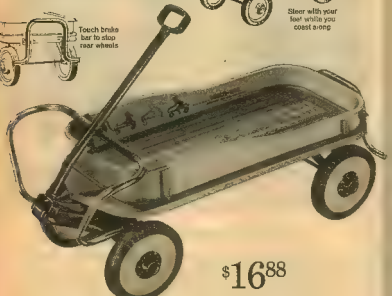
Big bike styling, yet steady as a trike . . training wheels remove

Because there's no bar on this chain drive bike, boy or girl can get on or off easily. Bright red and white trim. Nylon bearings, 13-inch wheels, semi-pneumatic tires. Steed frame, chain guard and adjustable seat. Plastic pedals and grips. For 16 to 19-in. leg reach. Unassembled.

79 N8604L-Wt.26lbs.**$14.99**

$14.99

Converts from a wagon to a scooter in seconds



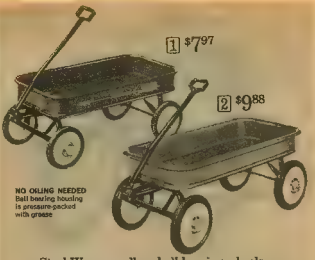
$16.88

Scoot-wagon features modern wrap-around steel side walls. Rolls easily on ball bearing wheels that measure a big 9½ inches. Semi pneumatic 1¾-in. tires offer a soft ride. Take off big, square-grip handle and side rails and it's a hot to-go scooter. Press chrome-plated brake against rear wheels to stop. Steel finished in metallic sea-mist blue. 37x16 in. wide body. Unassembled.
79 N 8101L—Shipping weight 37 pounds $16.88

$11.88

Wooden stake Wagon . . strong, rugged for hauling . . take off the sides and it's a sleek coaster

Hardwood body on heavy-duty steel chassis. Natural finish wagon bed with red enameled stakes. Front and back edges of bottom beveled for smooth fit. Recessed tie rods. Stake brackets plated for rust protection. Graphite bearings need no oiling. 7x1¾ inch semi-pneumatic tires. Wagon measures 36 in. long by 15 in. wide. Sent partly assembled.
79 N 8119K—Shipping weight 23 pounds $11.88



Steel Wagons roll on ball bearing wheels for the quietest, easiest and smoothest ride yet

Sleek styling for the boy on the move . . . smooth and fast, too. Heavy-gauge steel body with rolled edges for safety and strength. Bright red-enamel body sports a white trim. White wheels roll on semi-pneumatic, puncture-proof tires. Black enamel undergear, tubular steel handle. Square fit-grip handle helps make it easy to hold and guide. Shipped partly assembled. Instructions included.

1 **Medium Wagon.** 34x16 in. wide. 8½-in. wheels. 1¾-in. tires.
79 N 8114L Shipping weight 26 pounds $7.97

2 **Large Wagon.** 36x17½ in. wide. 10-in. wheels. 1¾-in. tires.
79 N 8116L—Shipping weight 31 pounds $9.88

Just right for little fellows

Small Wagon. 28x13 inches wide. Red steel body with turned edges. 7-in. wheels, 1¼-in. semi pneumatic tires. Partly assembled.
79 N 8113C–Wt. 18 lbs. $5.97

Tot Wagon. 25x12 in. wide. 6-inch wheels, molded rubber tires. Bright red steel body. Sent partly assembled.
79 N 8110C–Wt. 11 lbs. $3.99

Big stake Wagon for man-size loads

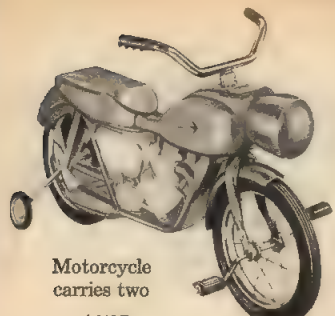
This wagon's a full 3 feet long and 8¾ inches deep with sides up. Lift off sides and you have a speedy coaster. Reinforced with cleats, box rods. Big 10-inch artillery-type wheels, 1¾-inch semi-pneumatic tires. Nylon bearings. Clear varnished hardwood body, red enameled stakes, white trim. Partly assembled
79 N 8111L–Wt. 38 lbs. $18.88

3-wheel Delivery Cycle

Bright red-and-white steel body. Ball bearing, 16-in. pedal wheel. Semi-pneumatic tires. Heavy plastic windshield, plastic handle grips and streamers. Unassembled.
79 N 8613L–Wt. 28 lbs. $16.44

Wheelbarrow and Shovel

Green enameled steel wheelbarrow 18x15x6½ inches deep. Yellow steel handles. 7½-inch disc wheel, semi-pneumatic tire Unassembled. 24-inch, steel and wood shovel
79 N 8010C—Wt. 8 lbs.... $3.49



Motorcycle carries two

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79 N 8607L—shipping weight 14 pounds . . . $15.97

It's a HONDA $19.99

Add exciting motor sounds to any bike or trike handlebar

$2.97

V-RROOM!

Sounds like a real-revving engine. No batteries needed—just pump the handle and hear it sound off, flip a switch and horn sounds. Mountings incl.

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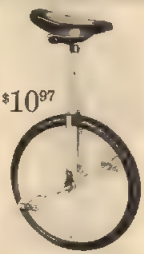
Just say "Charge It" when you phone your order

$23.99

14-in. rear wheels make it our steadiest 3-wheeler

Sure footed even on the sharpest turns. Chain-drive with all ball bearing movement. Springy vinyl seat. 16-inch front wheel and semi-pneumatic tires. Strong red and white steel frame. Adjustable chrome-plated handlebars. Plastic pedals and hand grips. Chain guard encloses chain on both sides for safety. Leg reach 18 inches and longer. Unassembled.

79 N 8796L—Wt. 37 lbs... $23.99



$10.97

Unicycle

New fun fad that's rolling across the country. Good test of balance. Big 18-inch wheel with semi-pneumatic tire with plastic pedals. Rolls on ball bearings. Banana seat with coil springs fully padded. Steel frame finished in white. Adjust seat to your height. Partly assembled.

79 N8639C—Wt. 13 lbs. $10.97

Sidewalk Bike with coaster brake

- Coasts without pedaling
- Brakes to a fast, sure stop
- Remove bar for a girl's bike

Low price for big bike features? Sure. Coaster brake allows coasting without the turning of pedals. Chain drive for real power. Adjustable vinyl seat and chrome-plated handlebars with gay-color streamers. Take off crossbar and you have a girl's bike. Training wheels come off, too. 13-inch semi-pneumatic tires, nylon bearing wheels. 16 to 19-inch leg reach. Unassembled.

79 N8632L -Wt. 26 lbs. $18.97

$18.97

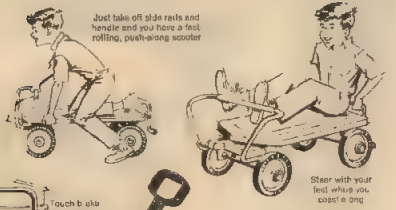
$14.99

Big bike styling, yet steady as a trike . . training wheels remove

Because there's no bar on this chain drive bike, boy or girl can get on or off easily. Bright red and white trim. Nylon bearings, 13-inch wheels, semi-pneumatic tires. Steel frame, chain guard and adjustable seat. Plastic pedals and grips. For 16 to 19-in. leg reach. Unassembled.

79 N8604L -Wt. 26 lbs. $14.99

Converts from a wagon to a scooter in seconds


Just take off side rails and handle and you have a fast rolling, push-along scooter
Steer with your feet while you coast along

$16.44

Scoot-wagon features modern wrap-around steel side walls. Rolls easily on ball bearing wheels that measure a big 9½ inches. Semi-pneumatic 1¼ in tires offer a soft ride. Take off big, square-grip handle and side rails and it's a hot-to-go scooter. Press chrome-plated brake against rear wheels to stop. Steel finished in metallic sea-mist blue. 37x16 in. wide body. Unassembled
79 N 8101L—Shipping weight 37 pounds $16.44

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Wooden stake Wagon . . strong, rugged for hauling . . take off the sides and it's a sleek coaster

Hardwood body on heavy-duty steel chassis. Natural finish wagon bed with red enameled stakes. Front and back edges of bottom beveled for smooth fit. Recessed tie rods. Stake brackets plated for rust protection. Graphite bearings need no oiling. 7x1¾-inch semi-pneumatic tires. Wagon measures 30 in. long by 15 in. wide. Sent partly assembled
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Big stake Wagon for man-size loads

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79 N 8111L–Wt. 38 lbs. $17.99

$16.44

3-wheel Delivery Cycle

Bright red-and-white steel body. Ball bearing, 16-in. pedal wheel. Semi-pneumatic tires. Heavy plastic windshield, plastic handle grips and streamers. Unassembled
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Wheelbarrow and Shovel

Green enameled steel wheelbarrow 18x15x6½ inches deep. Yellow steel handles. 7½ inch disc wheel, semi pneumatic tire. Unassembled 24-inch, steel and wood shovel
79 N 8010C—Wt. 8 lbs.. $3.33

Horsman is celebrating its 100th anniversary with

WALT DISNEY'S Mary Poppins

and two other big hits for 1965...

WALT DISNEY'S Cinderella

and PATTY DUKE

New features, new sets, new sizes . . already building new sales records for '65!

Here's our all-new Walt Disney Cinderella Doll . . . another tie-in with another big feature film for 1965.

See Horsman's Patty Duke, Academy Award winner and star of her own network TV show every week.

See our new, sensational 100th Anniversary Line

HORSMAN DOLLS Inc

200 Fifth Avenue, New York 10, N.Y.
Room 1440 1446

HUBLEY METAL KIT

New SJ Duesenberg Town Car
Luxury Car of the 1930's

Hubley has authentically reproduced the supercharged 153 inch wheelbase Duesenberg Town Car in diecast metal. Detailed chrome work is hi-impact plastic. The model is 1/18th scale, 12½ inches long with over 150 parts. Worm and sector steering actuate the front wheels. Flexible exhausts extend from the supercharged 320 hp engine. The highly detailed engine can be shown by lifting off the hood.

Packaged in a full color box, cellophane wrapped.

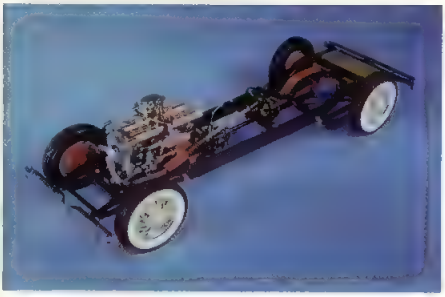
Want to test the impact this car will have on your customers? Best way is to see the built-up model.

Next step . . . order the built-up assortment—display the car—and be prepared to move merchandise.

Kit no. 4868 is a real profit maker at $10.00 retail.

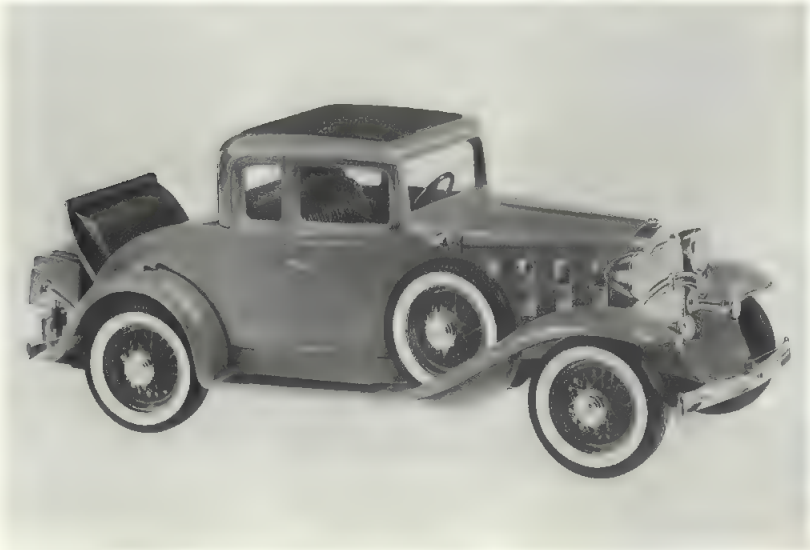
No. 4168 Duesenberg Assortment consists of 6 No. 4868 Duesenberg Town Cars and one built-up display model in a covered display case.

Hubley® Scale Model Division Lancaster, Pa.



No expense has been spared to make the engine on the SJ Duesenberg fabulously accurate. Metal and plastic have been combined to give the model car builder a sturdy long-lasting replica. Note the detail, right down to the last nut and bolt. These photos in full-color are on the box to help you sell this classic kit. Display it in a prominent spot.

NEW . . . . . .



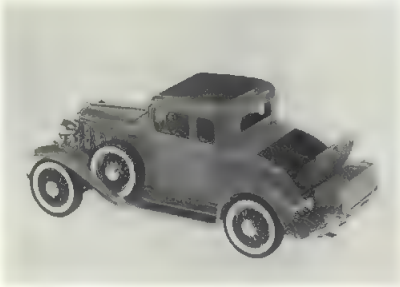
1932 Chevrolet Five Window Sports Coupe in metal

A beautiful authentic model in 1/20th scale of this popular 1932 Chevrolet. The model is 8½ inches long with many chrome parts, metal body, fenders, frame and authentic looking die cast engine. The car actually steers . . . the rumble seat opens. Complete in every detail including trunk and 2 fender mounted spare tires.

Kit No. 4869 will bring volume sales at $3.00 retail

Ask to see the rest of the fabulous line of Hubley Metal Kits. Classic 1930 Packards—Model A Fords —Additional 1932 Chevrolets—A Duesenberg Phaeton. Kit prices range from $3.00 to $10.00. Authentic scale, outstanding detail and the current fad for old cars makes these kits appealing to a wide age range. Metal gives them durability and a real-car appearance.

Hubley® Scale Model Division Lancaster, Pa.

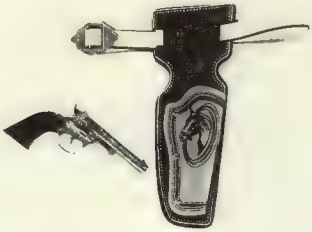


A much asked for addition to Hubley's line of 1932 Chevrolets. Stock and show this 1932 Chevrolet coupe—a sure winner of sales and profits.

151-1-65

THE HUBLEY MANUFACTURING CO. DEPT. T

SINGLE HOLSTER SET

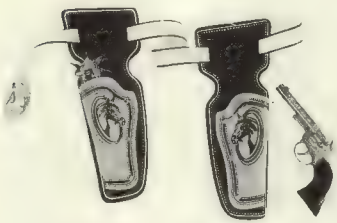


Single Holster Set. 2 piece-fold-over pocket, 2 color plastic belt.
Color: Assorted colors, 2 color screening.
Gun: No. 2154 Single shot, automatic action, 6¾ inches.
Package: Visually packed in a shrink wrapped box.

Stock No.	Mfg. No.	Wt. ctn.	Each
489–930	5513	15 lbs.	$ 1.00

Twenty-four in a carton

DOUBLE HOLSTER SET



Double Holster Set. Two piece riveted pocket, 2 color plastic belt.
Color: Assorted colors, 2 color screening.
Gun: No. 2154 Li'l Cowpoke, 6¾ inches single shot, black plastic bone grips
Package: Visually packed, shrink wrapped box.

Stock No.	Mfg. No.	Wt. ctn.	Each
489–989	6529	11 lbs.	$ 2.00

Twelve in a carton

DOUBLE HOLSTER SET

Double Holster Set. Top grain leather, leather belt with trophy buckle, 6 silver bullets.
Color: Natural tan, deeply embossed.
Guns: No. 2204 Frontier, 7¼ inches, white plastic grips
Package: Visually packed, shrink wrapped box

Stock No.	Mfg. No.	Wt. ctn.	Each
489–732	6531	16 lbs	$ 3.00

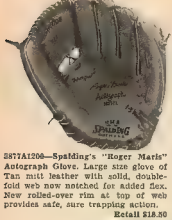
Twelve in a carton

DOUBLE HOLSTER SET

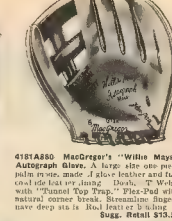
Double Holster Set. Top grain leather, tubular, stand away pockets, integral belt with 6 silver bullets, leg ties.
Color: Natural tan, deeply embossed, black screening.
Guns: No. 2504 Texan Jr., 10½ inches, 50-shot repeater, steerhead grips
Package. Visually packed, shrink wrapped box.

Stock No.	Mfg. No.	Wt. ctn.	Each
489–781	6550	14 lbs.	$ 5.00

Six in a carton

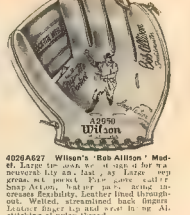


2877A1206—Spalding's "Roger Maris" Autograph Glove. Large size glove of Tan mitt leather with solid, double-fold web now notched for added flex. New rolled-over rim at top of web provides safe, sure trapping action.
Retail $18.50

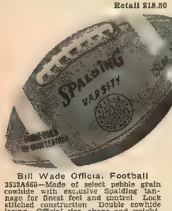


4181A880 MacGregor's "Willie Mays" Autograph Glove. A large size one piece palm model, made of glove leather and full cowhide lace lacing. Deep, "T Web" with "Tunnel Top Trap." Flex-Pad with natural corner break. Streamline fingers have deep stitch Reel leather binding.
Sugg. Retail $13.50

3530A800 Spalding's "Roger Maris" Six-Finger Glove. New large size model autographed by the Yankee star. This glove has full sheepskin lining. Leather laced heel, fingers and criss-cross trap lacing. Top quality leather with all seams fully welted and split fingers.
Sugg. Retail $12.45



4026A627 Wilson's "Bob Allison" Model. Large size model with deep, extra long pro-grass, soft pocket. Fine glove leather. Snap Action, heavier parts bring increased flexibility. Leather lined throughout. Welted, streamlined back fingers. Leather finger tip and heel lacing. All stitching of nylon thread.
Sugg. Retail $10.00



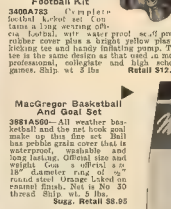
Bill Wade Official Football
3538A650—Made of select pebble grain cowhide with exclusive Spalding tanning for finest feel and control. Lock stitched construction. Double cowhide lacing. Official size, shape and weight. Tan with White bands.
Sugg. Retail $9.95

Collegiate Football Kit
3400A793—Complete football kicker set. Contains a long wearing official football with water proof scuff proof rubber cover plus a bright yellow plastic kicking tee and handy inflating pump. The tee is the same design as that used in most professional, collegiate and high school games. Ship. wt. 3 lbs.
Retail $12.39

Bart Starr Official Football
3878A640 For performance and durability at a low price you can't beat the Bart Starr football. Ball is finished in grain leather with leather laces, double lining and white stripe around each end. Complete with football kicking tee.
Sugg. Retail $9.75

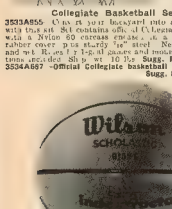
Hugh McElhenny Autograph Football
3402A665—This top performing model is designed by Wilson for long durable service. Made of fine grain pebble cow for large feel for longer life. Inflated to the standards of official size and weight. Has a stripe pattern to be leather laced with contrasting White leather and rawhide laces. Ball is Tan with two White stripes.
Sugg. Retail $10.50

Collegiate Basketball Set
3533A855 Open up your backyard into a playground with this set. Set contains official Collegiate basketball with a Nylon 60 carcass cover, on a long wearing rubber cover plus sturdy 16" steel Net Lock goal and net. Ready for 1-on-1 games and mounting instructions included. Ship. wt. 16 lbs.
3534A867 -Official Collegiate basketball only.
Sugg. Retail $10.95



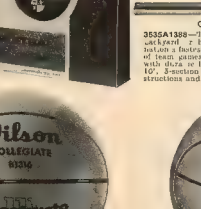
MacGregor Basketball And Goal Set
3881A500—All weather basketball and the net hook goal make up this fine set. Ball has pebble grain cover that is waterproof, washable and long lasting. Official size and weight. Goal is official 18" diameter ring of 5/8" round steel. Orange Lokeed on enamel finish. Net is No. 30 thread. Ship. wt. 5 lbs.
Sugg. Retail $8.95

Collegiate Tetherball Set
3535A1388—This set provides a complete game for backyard fun. Tetherball is becoming one of the nation's fastest growing games as it provides for a variety of team games. Contains long wearing official tetherball with thick rubber lining and stainless rubber cover, compact 10', 3-section pole; 8" ground sleeve, detailed set of instructions and games rules. Ship. wt. 15½ lbs.
Sugg. Retail $20.95



Scholastic, Indestructo Basketball
3196A580—Official size and weight. This water-proof model is extremely durable, has fine balance and proves to be an excellent playground performer. Perfect for use on any type playing surface. Ball features a sturdy, durable lining and tough, tan rubber cover.
Sugg. Retail $8.50

Collegiate, Indestructo Basketball
3247A784 A top Wilson model. Has a fine reinforced carcass with durable tan pebbled rubber cover. Is official size and weight.
Sugg. Retail $12.50



Art Heyman Personal Basketball
4182A800—Top quality rubber-covered basketball with Permalite outer cover. Rugged Ny Weave inner construction consisting of two miles of steel-strong nylon winding. Tough butyl rubber valve bladder. Official size and weight.
Sugg. Retail $12.45

Thirstee Tears 16-in. baby doll with wardrobe

$4.99

Little Thirstee Tears actually drinks, wets and cries tears. Dressed in cotton playsuit. Her wardrobe includes cotton dress and bonnet, bed jacket with diaper, cotton sunsuit, cotton flannel pajamas, extra diaper, booties, bottle and vinegar.

Doll is fully jointed. Made of vinyl plastic with rooted hair, glassine eyes.

Shipping weight 7 pounds.

49 N 3106 $4.99

15-inch Toddler with her ready-for-school wardrobe $4.99

"Peggy Ann" is a new school-time tot dressed in cotton dress, long stockings and vinyl shoes. Her school clothes include 3 dresses, leatherette jacket, felt skirt, smock, coat, hat, plus purse, comb, brush, mirror and 2 curlers. Made of vinyl plastic with glassine eyes. Rooted hair in a curly bob style. Fully jointed, head also turns. For a convenient carry case, see trunk at bottom of this page.

49 N 3432—Wt. 1 lb. 2 oz. $4.99

Bareskin Baby with rug, wardrobe, trunk

$7.99

All set for her classic portrait . . . so cute and comfy on her make-believe bearskin rug. Travel trunk holds slack set, dress, pajamas, pants, shirt, bath accessories and 3 hangers.

Doll is of vinyl, 14 in. long, fully jointed. Eyes close when she "sleeps".

Shipping weight 3 lbs. 5 oz.

49 N 3087. . . . . $7.99

You can order toys on pages 441 to 673 from now until Sept. 1, 1966

Perfect Patient needs your aid

$3.99

This cheerful little patient is sometimes sick and she needs you to cure her. This pony-tailed lass comes with arm and leg casts, crutches, bandages, toy hypodermic and candy pills. She's 13 inches tall, has rooted hair and moving eyes. Made of sturdy plastic.

Shpg. wt. 1 lb. 14 oz.

49 N 3424 $3.99

14-inch Baby Doll with Pixie haircut

$3.99

She drinks and wets her diapers, too. Her arms and legs are jointed, head turns. Looks so sweet and real in an appliqued dress, lace trimmed panty, shoes and stockings. Wardrobe has taffeta dress, romper, cotton T-plastic hangers, 2 powder puffs, comb, brush. Wt. 1 lb. 4 oz.

49 N 3214. $3.99

Nurse with trunk is ready to travel

$4.99

This 13 inch toddler looks so crisp and clean in white percale uniform, matching hat, blue cape. For off-duty hours a cotton dress, purse, pajamas and robe. Rooted hair. Plastic snap lock fiber board trunk with 3 hangers. Wt. 2 lbs. 4 oz.

49 N 3512. . . . $4.99

Striped Trunk for dolly

$4.99

For dolls up to 16 inches. Non-toxic vinyl lithographed steel covering over wood frame. 16x9x8 inches. Hangers.

Shpg. wt. 5 lbs. 14 oz.

49 N 9275. . . . $4.99

Falls sound asleep after you feed her

11½-in. Betsy Baby by Ideal

$5.99

Betsy drinks her bottle, grows sleepy . . and slowly closes her eyes. Cries real tears and wets, too. Of soft vinyl with rooted Saran hair you can comb and brush. Wears 2-piece play-suit. Rattle, pacifier, bottle and extra diaper included.

Shipping wt. 1 lb. 3 oz.
49 N 3052 .....$5.99

Dolly Travel Case with Baby Bath $4.97

Take dolly and her bath with you wherever you go. Bath, with spray hose, fits in vinyl carrying case; folds out when dolly needs to freshen up. Separate compartments hold clothing and any doll up to 14 in. tall. Drawer holds odds and ends. With plastic hangers. Doll and clothing not included. Case, 18x4x14 in.
49 N 9219—Shipping weight 4 pounds..... $4.97

1 Travel Wardrobe. Coat, bonnet, 2-piece play set, dress, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.
49 N 3210–8 to 11 in. ....$2.89 49 N 3136–12 to 15 in. $2.99
49 N 3137–16 to 17 in.... 3.59 49 N 3138–18 to 21 in.. 3.89

2 Layette. Quilted bunting, romper knit sweater and pants, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.
49 N 3209–8 to 11 in....$2.89 49 N 3564–12 to 15 in..$2.99
49 N 3566–16 to 17 in.... 3.59 49 N 3567–18 to 21 in.. 3.89

3 Dress-up Set. Three full-skirted dresses, diaper, shoes, socks, bottle, rattle, pacifier. Shipping weight each 12 oz.
49 N 3215–8 to 11 in....$2.89 49 N 3216–12 to 15 in..$2.99
49 N 3217–16 to 17 in.... 3.59 49 N 3218–18 to 21 in.. 3.89

Baby Nancy has her own cradle, baby bath and feeding table

14-inch doll with outfit **$5.99**

With all the nursery equipment needed to give her tender, loving care. And she acts so real . . she drinks her bottle, wets her diaper, closes her eyes. Her rooted pixie hair-do can be combed and brushed. Her fully jointed plastic body can be bathed. In snuggly cotton pajamas. With layette including plastic 16x10x10-inch cradle, 7x8x8-inch feeding table, 10x15x11-inch baby bath. Bottle, soap, bubble bath, sponge and blanket. Furniture unassembled.
49 N 3186C—Shipping weight 5 pounds..... $5.99

Just call Sears and say "Charge It"

Drinks, wets, cries real tears . . loves baths

TEARIE DEARIE

Doll with Cradle Bath **$2.94**

This active 9-inch baby doll keeps her sitter busy every minute. She drinks her bottle, wets her diaper, closes her eyes and cries real tears. Has rooted hair to comb. Fully jointed, soft vinyl body. Comes with plastic carrying case that converts to a rocking cradle, crib with legs, or bath. In dainty outfit.
49 N 3163—Wt. 1 lb. 2 oz...$2.94

Tearie Dearie Gift Set $6.77

All the fun of the Tearie Dearie doll above—plus extra clothing. Gift set includes: 9-inch Tearie Dearie, Scotch lass outfit, sleepyhead outfit, vinyl wardrobe case with 3 hangers and 2 storage drawers, bottle. Plastic carrying case converts to a cradle, crib or bath.
49 N 3184—Wt. 3 lbs.....$6.77

Falls sound asleep after you feed her

11½-in. Betsy Baby by Ideal

$5.99

Betsy drinks her bottle, grows sleepy . . and slowly closes her eyes. Cries real tears and wets, too. Of soft vinyl with rooted Saran hair you can comb and brush. Wears 2-piece play-suit. Rattle, pacifier, bottle and extra diaper included

Shipping wt. 1 lb. 3 oz.

49 N 3052.....$5.99

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49 N 9219 Shipping weight 4 pounds $4.97

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49 N 3210–8 to 11 in. . . .$2.89 49 N 3136–12 to 15 in. $2.99

49 N 3137 16 to 17 in. . . . 3.59 49 N 3138–18 to 21 in.. 3.89

2 Layette. Quilted bunting, romper, knit sweater and pants, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.

49 N 3209–3 to 11 in. . . .$2.89 49 N 3564–12 to 15 in.. $2.99

49 N 3566–16 to 17 in. . . . 3.59 49 N 3567 18 to 21 in.. 3.89

3 Dress-up Set. Three full-skirted dresses, diaper, shoes, socks, bottle, rattle, pacifier. Shipping weight each 12 oz.

49 N 3215–8 to 11 in. . . .$2.89 49 N 3216–12 to 15 in.. $2.99

49 N 3217–16 to 17 in. . . . 3.59 49 N 3218–18 to 21 in.. 3.89

Baby Nancy has her own cradle, baby bath and feeding table

14-inch doll with outfit **$5.99**

With all the nursery equipment needed to give her tender, loving care. And she acts so real . . she drinks her bottle, wets her diaper, closes her eyes. Her rooted pixie hair-do can be combed and brushed. Her fully jointed plastic body can be bathed. In snuggly cotton pajamas. With layette including plastic 16x10x10-inch cradle, 7x8x8-inch feeding table, 10x15x11 inch baby bath. Bottle, soap, bubble bath, sponge and blanket. Furniture unassembled.

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49 N 3184—Wt. 3 lbs.....$6.77

Thirstee Tears 16-in. baby doll with wardrobe

$4.99

Little Thirstee Tears actually drinks, wets and cries tears. Dressed in cotton playsuit. Her wardrobe includes cotton dress and bonnet, bed jacket with diaper, cotton sunsuit, cotton flannel pajamas, extra diaper, booties, bottle and sponge.

Doll is fully jointed. Made of vinyl plastic with rooted hair, glassine eyes.

Shipping weight 2 pounds.

49 N 3106. . . . . $4.99

Bareskin Baby with rug, wardrobe, trunk

$7.99

All set for her classic portrait . . . so cute and comfy on her make-believe bearskin rug. Travel trunk holds slack set, dress, pajamas, pants, shirt, bath accessories and 3 hangers.

Doll is of vinyl, 14 in. long, fully jointed. Eyes close when she "sleeps."

Shipping weight 3 lbs. 3 oz.

49 N 3087. . . . . $7.99

You can order toys on pages 441 to 673 from now until Sept. 1, 1966

14-inch Baby Doll with Pixie haircut

$3.99

She drinks and wets her diapers, too. Her arms and legs are jointed; head turns. Looks so sweet and fresh in an appliqued dress, lace trimmed panty, shoes and stockings. Wardrobe has taffeta dress, romper, robe, 3 plastic hangers, 2 powder puffs, comb, brush. Wt. 1 lb. 4 oz.

49 N 3214. . . . . $3.99

15-inch Toddler with her ready-for-school wardrobe

$4.99

"Peggy Ann" is a new school-time tot dressed in cotton dress, long stockings and vinyl shoes. Her school clothes include 3 dresses, leatherette jacket, felt skirt, smock, coat, hat, plus purse, comb, brush, mirror and 2 curlers. Made of vinyl plastic with glassine eyes. Rooted hair in a curly bob style. Fully jointed, head also turns. For a convenient carry case, see trunk at bottom of this page.

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Shpg. wt. 1 lb. 14 oz.

49 N 3424 . . . . $3.99

Nurse with trunk is ready to travel

$4.99

This 13 inch toddler looks so crisp and clean in white percale uniform, matching hat, blue cape. For off-duty hours, a cotton dress, purse, pajama set, robe. Rooted hair. Plastic. Snap-lock fiberboard trunk with 3 hangers. Wt. 2 lbs. 4 oz.

49 N 3512. . . . $4.99

Striped Trunk for dolly

$4.99

For dolls up to 16 inches. Non toxic vinyl lithographed steel covering over wood frame. 16x9x8 inches. Hangers.

Shpg. wt. 5 lbs. 14 oz.

49 N 9275. . . . . $4.99

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1 **Travel Wardrobe.** Coat, bonnet, 2-piece play set, dress, diaper, shoes, socks, bottle, toys. Shipping weight each 12 oz.
49 N3210–8 to 11 in. ....$2.89 49 N3136–12 to 15 in. $2.99
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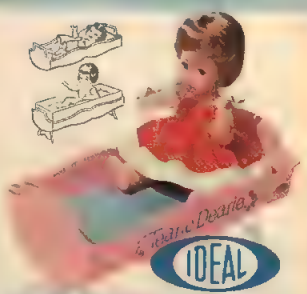

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Doll is fully jointed. Made of vinyl plastic with rooted hair, glassine eyes.

Shipping weight 2 pounds.

49 N 3106. . . . . .$4.99

15-inch Toddler with her ready-for-school wardrobe

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Shpg. wt. 1 lb. 14 oz.

49 N 3424 $3.99

Bareskin Baby with rug, wardrobe, trunk

$7.99

All set for her classic portrait . . . so cute and comfy on her make-believe bearskin rug. Travel trunk holds slack set, dress, pajamas, pants, shirt, bath accessories and 3 hangers.

Doll is of vinyl, 14 in. long, fully pointed. Eyes close when she "sleeps".

Shipping weight 3 lbs. 5 oz.

49 N 3087. . . . . .$7.99

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Nurse with trunk is ready to travel

$4.99

This 13-inch toddler looks so crisp and clean in white percale uniform matching hat, blue cape for off-duty hours, a cotton dress, purse, pajama set, robe. Rooted hair. Plastic Snap lock fiberboard trunk with 3 hangers. Wt. L. 2 lbs. 4 oz.

49 N 3512. . . . $4.99

14-inch Baby Doll with Pixie haircut

$3.99

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49 N 3214 $3.99

Striped Trunk for dolly

$4.99

For dolls up to 16 inches. Non-toxic vinyl lithographed steel covering over wood frame. 16x9x8 inches. Hangers.

Shpg. wt. 5 lbs. 14 oz.

49 N 9275. . . . . .$4.99

The spot you spank

A very precious looking doll and really quite special. When you turn her over and spank, she fusses like a real baby. Feeds from her own bottle, too, and what an appetite she has. Soft-rooted hair. Sleeping eyes . . soft, chubby arms. Vinyl. Dressed in bright red play outfit. And all 20 inches of her are as tender and lovable as they can be.

Shpg. wt. 2 lbs. 5 oz.

49 N 3126 ..... $5.99

Eyes open, close when she moves . . sheds real tears after her bottle

$8.88

14-inch Tearful Tiny Thumbelina. All you do is rock her gently and she opens and closes her pretty eyes. Press her stomach to see her eyes fill up with tears. When you wind her, Thumbelina moves and stretches as live babies do. This wistful bundle of joy arrives gaily dressed in blue stripe outfit with pink bib. Beautifully created with vinyl head, arms and legs, and baby-soft cloth body. Fully rooted hair. And because Thumbelina's such a frisky, real acting baby, she's going to need a whole lot of love and care.

49 N 3121—Shipping weight 1 lb. 8 oz. $8.88

14-inch Tiny Thumbelina. Wind her up . . she moves like a real baby. Pretty painted eyes. Organdy dress, cotton slip, diaper, booties.

49 N 3211—Shipping weight 1 lb. 8 oz. $6.99

What's more magical to a little girl than a doll that does all this and *even stops crying when you turn out the light!* Soft polyethylene. 21 in. tall. Boo comes with own romper outfit, booties, bow, pacifier. Order 2 "D" batteries below

49 N 3026—Wt. 3 lbs. 9 oz. $9.99

"D" Battery. Shpg. wt. each 4 oz

49 N 4660 Each 16c, 4 for 60c

Mattel's Baby Pattaburp

Wouldn't it be exciting to own a doll like this? Feed her, place her on your shoulder, pat her on back . . and she burps. Eyes close when you lay her down. Rooted hair. Soft body. All dressed up in a pink dress, panties, booties. 16 inches of sweetness in all. As you feed her with her own special bottle, the milk disappears . . then bottle magically refills itself.

49 N 3119—Shpg. wt. 2 lbs. 4 oz. $7.99

Even baby-talks nursery rhymes

This is Mattel's Baby Cheryl. Just listen to what she has to say . . "Jack and Jill, up the hill" . . "Three little kittens, meow." All you do is pull her Chatty-Ring® And what a cuddle-wonderful doll she is, all dressed in daisy-print dress, panties, booties. Eyes close. Rooted hair can be combed. Although a baby Cheryl's still 16 *in.* tall.

49 N 3024—Wt. 1 lb. 8 oz.. $7.67

Sears has wonderful Dolls that walk

Hold her hand, and this pretty 16-inch Miss walks along with you

1 So charming—and so low priced. Vinyl, with jointed arms and legs, movable head, sleepy eyes. She wears a bright red velvet dress with a white yoke, lace trim. Has long hair that combs beautifully.
49 N 3187—Wt. 1 lb. 7 oz. $3.99

36-inch Walking Doll

2 She's almost as big as you when she walks at your side. Little girls can wear little girl dresses. With vinyl head, open-and-shut eyes. Dressed in blue velvet coat and hat, lawn dress, and panties, shoes, socks.
79 N 3497L—Wt. 7 lbs. .$9.99

Here's an 18-inch Toddler Doll who'd just love to stroll with you

A chubby little sweetheart who has rooted hair with bangs and cute pigtails. Her eyes open and shut, and she wears a pretty red velveteen dress with long white lace-trimmed nylon sleeves, panties, shoes and socks. See how well she walks when you hold her hand.
49 N 3517—Shipping wt. 2 lbs. 6 oz. . .$4.99

Walks by herself, like a real baby!

Baby First Step
by Mattel
$9.99 without batteries

Her realistic walking motion is battery-powered

The first and only doll to walk all by herself . . clear across the room! Just turn on the hidden switch and watch Baby First-Step toddle to you. She's a plump little dear, with rooted synthetic hair, big open-and-shut eyes. Adorable toddler wears a pink taffeta dress with sheer overskirt, socks, shoes, and she's 18 inches tall. Order 2 "D" batteries below.
49 N 3018 - Shipping weight 3 lbs. 3 oz..... .....$9.99
49 N 4660 "D" Battery. Wt. ea. 4 oz.....Each 16c; 4 for 60c

Three little girls in blue

Dress-alike beauties

3 **Love me Linda.** Has a hint of a lingerie, 2 tear n' wear wide painted eyes, wears a brave smile for you. A slim "growing up" doll dressed in pale blue embroidered nylon with a velveteen bib, over-skirt and hat, sheer slip, shoes, socks. 19 in. tall.
49 N 3181 Wt. 1 lb. 8 oz. $4.99

4 **Posy Baby.** Dressed in blue, from the tip of her pixie hat to the toes of her jersey pixie suit. Wears an embroidered blue nylon and velvet jumper and bonnet. Made of soft bendable foam over a wire frame to pose and bend and twist any way you want. With a sweet vinyl face, open-and-shut eyes. A cute 17 inches tall.
49 N 3180—Wt. 1 lb. 14 oz. .$6.97

5 **Angel Baby.** Plump and pretty little girl with sweet rooted hairdo wears a lace-embroidered dress in sheer nylon and velveteen, a slip, plastic shoes, socks, a blue bow in her hair. 14 in. tall, with sleeping eyes.
49 N 3179 Wt. 1 lb. 11 oz. $4.99

So pudgy and so soft and supple . . you can pose her in so many cute and impish ways

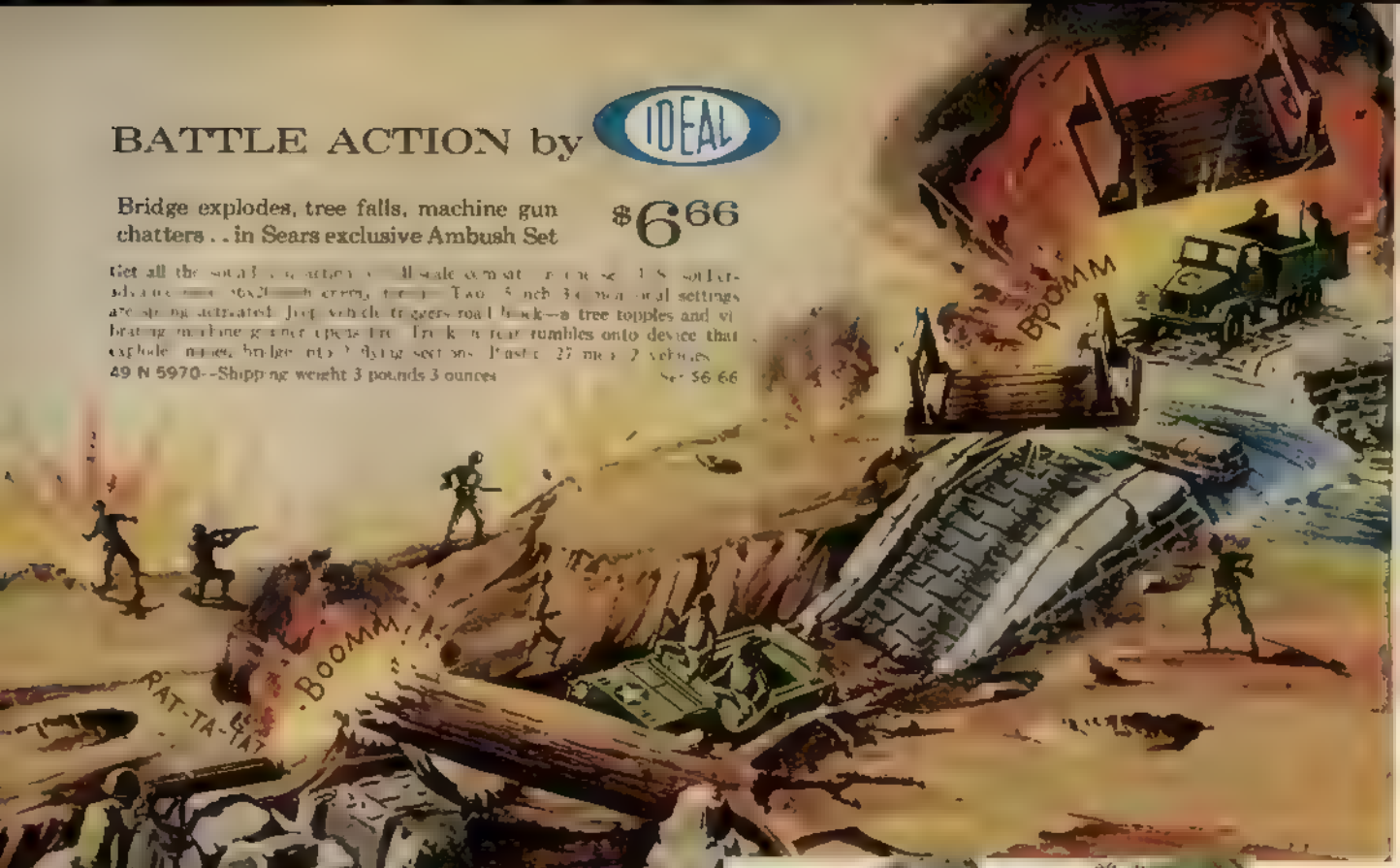
Posi Playmate
$4.99

Posi Playmate is made of soft foam over a flexible wire form . . to pose in so many different ways, and to stay where you pose her until you move her again. Hands and head are vinyl, pixie-cut hair is rooted. She has movable eyes with a beguiling side glance, and wears a pert one piece embroidered cotton coverall. 19 inches tall.
49 N 3189 -Shpg wt 1 lb. 12 oz $4.99

BATTLE ACTION by IDEAL

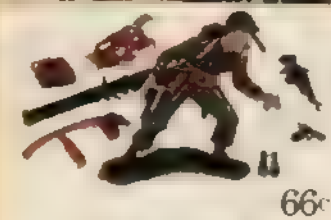
Bridge explodes, tree falls, machine gun chatters . . in Sears exclusive Ambush Set **$6.66**

Get all the sound and action of full-scale combat in this set of U.S. soldiers advancing through enemy territory. Two 5-inch 3-D motorized settings are simultaneously activated. Jeep vehicle triggers road block—a tree topples and vibrating machine gunner opens fire. Truck in rear rumbles onto device that explodes mines, bridge rises, flying sections. Plastic 27 men, 2 vehicles.
49 N 5970—Shipping weight 3 pounds 3 ounces Set $6.66



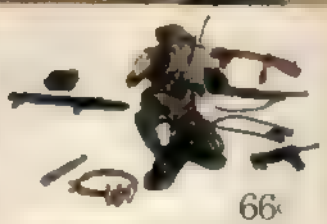
Soldiers pop up, fire rifles from Sniper Post $3.77

Five soldiers are mounted on base. Spring-action sniper post. Trigger activates motor. Five men pop up, fire rifles. Sturdy plastic. Uses 3 flashlight batteries, not incl.
49 N 6075 Wt. 2 lbs. 1 oz. $3.77



66¢

44-piece "Fighting 69th" Set. Includes six 3-inch figures plus 38 detachable combat accessories. Realistic detailed paint. Packed along.
49 N 5974 Wt. 5 oz. 66¢



66¢

45 pc. "Carlson's Raiders" Set Includes six 3-inch U.S. Raiders plus 39 combat accessories that snap on and off. Realistic all-detailed hand-painted set.
49 N 5977 Wt. 5 oz. 66¢

66¢

35-piece "Screaming Eagles" Set Includes six 3-inch paratroopers plus 29 accessories that snap on. Uses 2 flashlight batteries, not incl.
49 N 5975 Wt. 5 oz. 66¢

66¢

31-piece "Devil Dogs" Set Includes six 3-inch Marines plus 25 combat accessories that snap on and off. Has realistic detailed paint. Replaceable batteries not incl.
49 N 5976 Wt. 5 oz. 66¢

Sound and action of a Machine Gun Nest $3.68

Six realistic machine gun troops with helmet and loose coats. When the lever is pulled, machine gun rattles, flashes. Both left hand and right hand operate. Machine gun swivels, elevates, depresses. Uses 3 D batteries, not incl. Plastic.
49 N 6074 Wt. 1 lb. 7 oz. $3.68

Exclusive Sears products made in Britain, Hong Kong

Watch fierce Vikings attack gallant Knights

Catapults bombard an ancient castle as armored knights swarm across moat to repel invading Norsemen (all figures 2¾ inches tall . . finely detailed plastic)

124 pieces
$9.97

A cry of alarm echoes thru the castle chambers . . your castle is under attack and you send out your bravest knights with lance and sword, across the low bridge and over the ramparts into the heart of battle. The enemy bombards the ancient walls with powerful catapults. Invading Norsemen, numbering 54 approach on horseback and foot, they fan out behind the covering trees, form walls and block formations. You send more knights there are 36 in all their armor shining brightly charging into the fight. Plastic base adds realism. Metal castle 22x17x14 in. high.

79 N 5940L—Shipping weight 10 pounds.....Set $9.97

57-piece Play Set $4.99

It seems as if every castle in merry old England is under attack . . and this one is no exception. 27 Vikings, 18 Knights, Catapults, horses. Printed base medieval castle 22x17x14 in. high. Wt. 5 lbs.

79N6053C . . . $4.99

It's 0630 hours, June 6, 1944. You hit the beach in landing craft as planes swarm overhead and paratroopers drop behind German lines. Tanks roll, howitzers and guns "fire" shells . . hill "explodes."

"D" Day! You're in command U.S. troops invade Europe

350 pieces $9.87 | 175 pieces $4.99

350 piece Set. 80 American soldiers advance while 48 German soldiers defend. Realistically detailed accessories include landing craft, field guns and jeep vehicles, and trees and tanks with turning turrets. A dozen airplanes provide cover. The enemy has put up barbed wire, sandbags, tank traps, land mines and logs. Accessories include pistols, rifles, field phones, first aid kits. All pieces of strong molded plastic. Figures 2¾ inches tall.

79 N 6012C—Shipping weight 7 pounds.....Set $9.87

175-piece Set. Just like above but with fewer pieces.

79 N 6027C—Shipping weight 4 pounds.....Set $4.99

Battlefield Layout Base. Printed terrain on 42x27-inch vinyl sheet.

49 N 6098 Shipping weight 3 ounces.....Each 49c

IDEAL TOY CORP.

NAVAL RESCUE PLANE

9-inch unbreakable plastic propelled by spring-driven engine with pontoons.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-959	3151-8	12 lbs.	$ 2.00

Twelve in a carton

COAST GUARD PATROL PLANE

16-inch Coast Guard plane combines both land and sea operations in one heavy duty craft of poly, has two spring-driven propellers & hard rubber wheels.

Stock No.	Mfg. No.	Wt. ctn.	Each
487-967	3152-6	22 lbs.	$ 3.00

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MECHANICAL SEA PLANE

Wing span of 10-inches, fuselage of 9½-inches in length. Two, 9-inch long water-tight pontoons. Wind-up-key.

Stock No.	Mfg. No.	Wt. per ctn.	Each
478-719	4847-0	10 lbs.	* $ 2.00

One in a box—Twelve in a carton

BOOBY TRAP ROAD

Complete with truck and two Soldiers and a supply of harmless plastic rocks.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-410	3188-0	10 lbs.	$ 3.00

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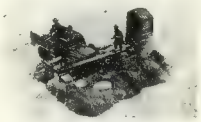
CHECK POINT



Special guard automatically springs out of Sentry post as truck approaches.

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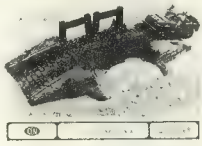


Bridge explodes as vehicle trys to cross.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-436	3190-6	11 lbs.	$ 3.00

Twelve in a carton

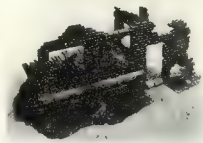
WAR FIELD

Complete set of six action fighting soldiers with weapons.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-444	3191-4	12 lbs.	$ 2.00

Twenty-four in a carton

MACHINE GUN NEST



Complete with two machine guns and attached gunners.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-493	4861-1	14 lbs.	$ 7.00

Six in a carton

SNIPER POST

Soldiers pop up and fire. Spring motor operated. Five soldiers.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-477	4862-9	16 lbs.	$ 6.00

Six in a carton

IDEAL TOY CORP.

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HOP SCOTCH

Up dated version of the popular side-walk game. Ages, 4 to 8-years.

Stock No.	Mfg.No.	Wt.ctn.	Each
482-570	2312-7	12 lbs.	$ 2.50

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TIP-IT

Action stacked game of balance and skill. Two to four players. All ages-

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477-026	2435-6	21 lbs.	5.00

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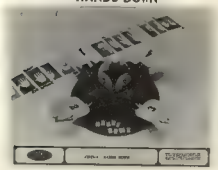

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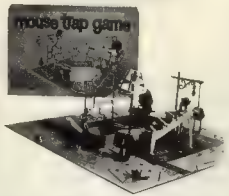

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CRAZY CLOCK

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POLARIS SUB

12-inch replica travels underwater & on the surface, fires poly torpedoes and has two deck guns.

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487-736	3141-9		$ 1.00

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DESTROYER

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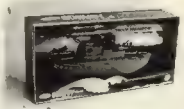

13-inch replica of Ships That Carry invasion troops.

Stock No.	Mfg.No.	Each
487-835	3143-5	$ 1.30

Twenty-four in a carton

PT109 TORPEDO BOAT

Detailed 8-inch replica with torpedo tubes, searchlight, air horn & wind-shield. Made of Hi-impact plastic.

Stock No.	Mfg.No.	Each
487-843	3144-3	$ 1.50

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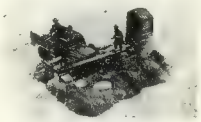

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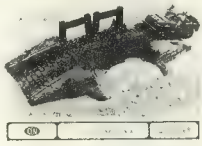

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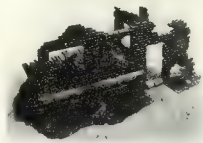

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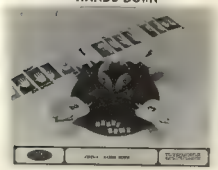

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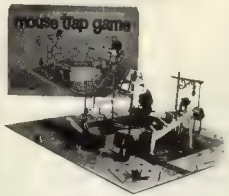

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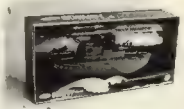

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Stock No.	Mfg.No.	Each
487-843	3144-3	$ 1.50

Twenty-four in a carton

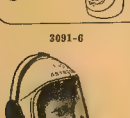
IDEAL

It's a wonderful toy...It's IDEAL

3091-6

No. 4755-5—Great Scott!—Introducing Great Scott! The only dog with a PHD. . . . Perfect Happiness Distributor! Great Scott's got a tam full of tricks. It looks like magic. Ask Great Scott any question that involves numbers up to 20. Set the correct number, let go, and Good Grief! Great Scott nods the correct answer. No Batteries. **$12.00**

No. 3091-6 — Magilla Gorilla Target Barrel — Ready, aim . . . fire! When the safety rubber tipped dart hits a bullseye on the brightly colored barrel, out pops the big TV star himself, Magilla. Plastic spring-loaded gun and 3 safety darts included..... **$3.00**



Astronaut Helmet

No. 4202——Astronaut Helmet—Authentic replica of Fortiflex with lift-up transparent plastic face shield, microphone mouthpiece with voice vibrator. Adjusts to fit all head sizes. **$4.00**

4835-5

No. 4835-5 — Phantom Raider — When an imaginary enemy threatens, the Phantom Raider shifts to "Attack". "Battle Stations" horn sounds, and Raider mysteriously begins to EXPAND ITS ENTIRE LENGTH! Stretches to an incredible 33½" and reveals a hidden deck section, almost half again as long as entire ship." There are 4 missiles, 2 "ash cans", 4 rockets, radar antennae. Uses 2 D cell batteries (not included) 28½" long, closed..... **$16.95**

4798-5

No. 4798-5 — Lady Gaylord — The prettiest, peppiest partner for the perenially popular Gaylord pup! She waddles along in her cherry-bedecked straw sombrero. Display carton converts into charming dog house, also contains wagon, box of play dog biscuits, feeding dish, fire hydrant. 18" long, of sturdy plastic..... **$6.95**

4207-7

No. 4804-1—Gay Lord—The Friendly Basset Hound—Mechanized plastic dog can do practically anything a real dog can do. Control his movements by a gentle tug of his leash. Hidden magnet enables Gaylord to catch bone in mouth. Comical waddling walk and sad eyes Motor operates on 4 "D" cell batteries. 23" long, 7" high. **$17.00**

Gay Lord

No. 4207-7 — Weird-oh Helmet — Here's the lid to go with the kid who is gone on those way out Weird-oh cars. Made of sturdy plastic with tinted sun visor vigorously adorned in the approved Weird-oh manner . . . but it's those dual exhaust manifolds with the "rare flare" that makes this "wig warmer" a real "cool tool". Sheet of weird-oh decorations **$4.00**

IT'S TERRIFIC!

THE NEW DIMENSION IN MOTOR TOYS AT PRICES KIDS CAN AFFORD!

IDEAL MOTORIFIC!
THE NEW QUICK CHANGE MOTOR TOY

With interchangeable body feature! Twelve favorite body styles fit chassis, offer endless combinations. Each body, 4½" long, is accurate to the last detail. All bodies come in a variety of popular, lustrous colors, have detailed chrome plated trim, clear headlights, windows. Individually boxed.

No. 4151-7 — Motorific Motor — Compact, high-torque motor with helical wound armature and phosphor-bronze brushes runs on two AA cell batteries. Custom engineered and ruggedly built. Boxed size 2⁹/₁₆" long..... **$1.00**

No. 4152 — Motorific Chassis — High-impact molded chassis has built-in Delryn drive-gear and plated metal parts. Wheels sport white sidewall rubber tires, aluminum deluxe wheel covers. Five-position torsion-bar steering sets left or right for tight circle, wide circle, or straight away. Batteries not included..... **$.80**

MOTORIFIC INDIVIDUAL BODIES

No. 4139-2—Ford Thunderbird Classic	$1.00	No. 4173-1—Ford Mustang	$1.00
No. 4141-8—Corvette Sting Ray	$1.00	No. 4174-9—Ferrari Berlinetta	$1.00
No. 4148-3—Pontiac Grand Prix Hardtop	$1.00	No. 4177-2—Buick Riviera	$1.00
No. 4149-1—Chevy Impala Supersport	$1.00	No. 4175-6—Aston-Martin	$1.00
No. 4150-9—Jaguar YKE Fast Back	$1.00	No. 4176-4—Mercedes-Benz	$1.00

FUN FOR THE BOYS

BALLISTIC MISSILE

No. 1650 — Alpha-1 Ballistic Missile — The dream of every rocket-minded youngster. Flies over 100 feet. Designed by missile engineers. Flight tested at Cape Canaveral. Includes Launching platform, fuel kit and instruction manual. Safety-tested! Non-explosive! Harmless chemical fuel! **$4.00**

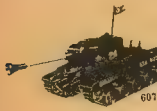
MOON ROCKS

No. 5360 — Moon Rocks — An Art Linkletter activity toy. Colorful moon rocks grow into a fascinating outer space garden in a matter of minutes. Brilliant colors! Fantastic shapes! Complete with magic moon rocks, magic solution that makes them grow, plastic moonscape, dome, interplanetary man and rockets 10" x 7". **$2.00**

REMCO

No. 607—U. S. Army Bulldog Tank—Giant regular Army tank. Load 4 shells in brass casings to a clip — fire projectiles from remote positon. Measures 22½" long. Operates on 4 "D" batteries (not included). **$13.00**

No. 706—U. S. Army Bulldog Tank—Light Bulldog Tank operates on 2 "D" batteries (not included). 13⅛" long. **$6.00**



MONKEY DIVISION

No. 636—Giant Knapsack—Just like the real thing, perfect for jungle expeditions and guerilla warfare. This roomy plastic back-pack has plenty of room for supplies! Young commandos can adjust it to all sizes. 12" high, 10" wide, 5" deep — capable of transporting all kinds of heavy loads. **$1.69**

No. 382—Battle Jacket, Knife and Sheath, Pineapple Grenade and Pistol Set—All the glory of an army uniform for the young commando! Jacket tailored of handsome, Sanforized O.D. twill with a special place for name and rank, two extra pockets for emergency rations. Weapons of harmless plastic . **$5.95**

No. 334—Booby Trap and Land Mine—Complete with trip-cord release! Shoots its "demolition" bomb 8 feet into the air. It fires caps—signals enemy's approach, has all the excitement, motion and sound junior military men will love. A real, live-action toy. **$1.00**

No. 327—Okinawa Squad Cap—A convincing replica of a famous army general's cap. Comes with elastic head protectors. Adjustable headsize. **.89**

No. 349—Exploding Hand Grenade—Realistic hard plastic hand grenade fires paper caps. Can be used over and over again. Ingenious design guarantees firing every time. A must for every Monkey Division "warrior". **.79**

No. 355—Camouflage Helmet— Realistic Camouflage Helmet with attached plastic leaves. **.75**

No. 354—Mess Kit and Canteen— Sturdy plastic—Realistic "chow" time equipment. **$1.00**

No. 3000—The Official Fess Parker Trailblazer Jacket plus knife, sheath, canteen—Complete outfit for young frontier men. Jacket is rich, suede-like fabric resembling deerskin, ties with leatherette band. One size fits all. Working canteen is simulated buckskin with realistic fringe and strap. Molded after the one Fess Parker uses on show. Knife is harmless plastic with Official Daniel Boone Show Insignia. Fringed sheath. **$6.00**

No. 3003 Fess Parker Knife, Sheath, Canteen— Packed as a set without Jacket. **$1.19**

Mess Kit and Canteen No. 354

No. 471—Horrible Hamilton Set—Out of the eerie, unknown world of Science-Fiction stalks Horrible Hamilton himself — eyes a fiery red, antennae a-quiver. At the tug of a lanyard, he advances. His jaws actually close on the Defenders . . . until freed by the youngsters themselves. Complete with 3 defenders. **$6.00**

No. 461—The Hamilton Grenade Pistol—It not only explodes a cap, but rockets its grenade a spectacular 30 feet at the same time. The newest, secret weapon of the small fry Science Fiction army. Comes with two, soft plastic grenades, gun sight and Hamilton's invaders insignia. **$3.50**

IDEAL TOY CORP.

BETTY CROCKER JR. BAKING KIT

Set consists of General Mills mixes– white/yellow Devils Food and spice cake, frosting flavors and white/chocolate malted and peanut butter– Pie crust and Biscuit ginger cookies and Brownie mix.
Cooking ware includes– Mirro-ware aluminum; Mixing Bowl; Three Cake Pans –Seven Cookie Cutters; Six Utensils; Cookie Sheet and Muffin tin.

Stock No.	Mfg. No.	Wt. ctn.	Each
479–030	4999-4	31½ lbs.	$ 5.00

Six in a carton

LADY GAYLORD

She does a Waddle–walk when her leash is pulled, complete with doggie bits, feeding dish a pull cart/hydrant Packing box converts into doghouse.

Stock No.	Mfg. No.	Wt. ctn.	Each
487–975	4798-5	14 lbs.	$ 7.00

Four in a box

GREAT CLANCY

The great skating Monkey - Press tiny concealed switch in his hand and he will skate along with you - Sturdy plastic. Size– 27–inches

Stock No.	Mfg. No.	wt. ctn-	Each
498–956	4817-3	37 lbs.	* $ 20.00

Four in a carton

BIG CAT

Movable weapon with a giant 35–inch barrel that retracts. Shoots harmless plastic shells. Breech loads like real one.

Stock No.	Mfg. No.	Wt. ctn.	Each
498–402	4880-1	38 lbs.	$ 16.00

Three in carton

MUSICAL POP–UP

Turn slide handle for short musical & when music stops, figure pops up and fall apart.

MAGILLA GORILLA

Stock No.	Mfg. No.	Wt. ctn.	Each
482–869	4747-2	14 lbs.	$ 3.00

Twelve in a carton

TOONY KINS

Gaily bob up and down as they move along with Merry–melody.

MICKEY MOUSE

Stock No.	Mfg. No.	Wt. ctn.	Each
498–352	4752-2	10 lbs.	$ 6.00

Six in a carton

TIGEROO

Grab him by his tail and make him roar Clamps on handlebars. Made of tough plastic.

Stock No.	Mfg. No.	Wt. ctn.	Each
498–394	4756-3	8 lbs.	$ 6.00

Six in a carton

DEPT. T

WINDSOR ELECTRICS
MR. SUN RADIOMETER

A Solar motor light in action. Its source of power is from light, be it from the sun or a light bulb.

Stock No.	Mfg. No.	Wt. cm.	Each
149-286	300	2 lbs.	$1.49

Fifty in carton

IDEAL TOY CORP.

SMOKEY THE BEAR

Wears blue denim trousers, ranger-badge, ranger hat and carries a plastic shovel. Stuffed with lightweight dryex and cotton. Size, 19-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
150-722	7866-7	22 lbs.	$5.00

Twelve in a carton

TAMMY

A pre-teen age doll. Styled hair-do with stand. Size, 12-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-592	9000/1	8 lbs.	$3.00

Twelve in a carton

TIMMY CARRYING CASE

13-inch case in patent-finish. Com-partment for doll, rack with six plastic hangers and drawer.

Stock No.	Mfg. No.	Wt. ctn.	Each
489-104	5661	14 lbs.	$2.50

Six in a carton

STUART INC.

SQUIGGLE

Stroke its back to make it wiggle.

Stock No.	Mfg. No.	Wt. ctn.	Each
480-632	604	1¼ lbs.	$0.95

Twelve in a carton

SMILE NOVELTY TOY CO.

SNAKE

Length-84-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
482-406	1440 S	24 lbs.	$4.00

Twelve in a carton

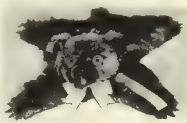
TIGER RUG PAJAMA BAG

Length-18-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
470-617	1447 T	10 lbs.	$4.00

Twelve in a carton

BEAR RUG PAJAMA BAG



Length, 18-inches

Stock No.	Mfg. No.	Wt. ctn.	Each
470-658	1451 B	10 lbs.	$4.00

Twelve in a carton

Ingersoll
Character Watches

30031—Cinderella

30011—Alice in Wonderland

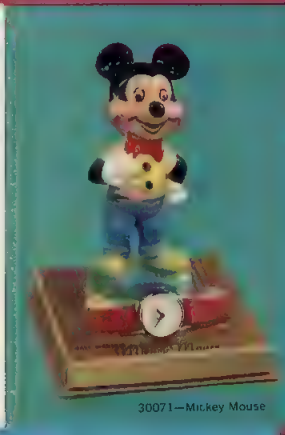
SHOCK RESISTANT
CHROME-PLATED BEZELS
STAINLESS STEEL BACKS
UNBREAKABLE MAINSPRINGS

ONLY

Consumer Price Each **$6.95**

Code Price Each **(974)**

Free . Character Watch Figurines! Beautifully molded, highly glazed figurines of Alice in Wonderland, Cinderella, Mickey Mouse, and Snow White are now packaged free with each of these character watches. These fine ceramic figurines, which are five inches tall, add extra value to these watches and make them perfect gifts for boys and girls.


30071—Mickey Mouse

30081 Snow White

30061—Hopalong Cassidy

30091—Zorro

30011 Alice in Wonderland—Blue Strap
30031—Cinderella Pink Strap
30061—Hopalong Cassidy Black Strap
30071—Mickey Mouse Red Strap
30081—Snow White Yellow Strap
30091—Zorro Black Strap

Consumer prices plus 10% Federal tax.

THE UNITED STATES TIME CORPORATION • Sales Headquarters – 375 Park Avenue, New York, N. Y. 10022

Printed in U.S.A.

Ingersoll CHARACTER ASSORTMENT

ASSORTMENT NO. 74

Consumer Price **$41.70**

Code Price **(5844)**

Multi-color Castle Display especially designed to attract attention and provide a colorful setting for the popular *Ingersoll* Character Watches. Plastic display, masonite back.

Ingersoll Character Assortment #74 includes 6 watches, as follows:	Consumer Price Each	Code Price Each
1 CINDERELLA	$6.95	(974)
1 SNOW WHITE	6.95	(974)
1 ALICE IN WONDERLAND	6.95	(974)
1 MICKEY MOUSE	6.95	(974)
1 ZORRO	6.95	(974)
1 DISPLAY, which holds above watches	FREE	FREE

Consumer prices plus 10% Federal tax.

GENUINE

JADE

by

International Designs

Genuine Jade Necklaces, 14 Kt clasp, strung and knotted uniform choker
N103G6000. ....$120.00
N104G6000—Graduated Necklace $120.00

Hand Carved Jade
14 Kt. Fittings
B15G1125 .....$22.50

Hand Carved Jade
14 Kt. Fittings
E15G1125 ....$22 50

10 Ct. Jade
14 Kt. R'm
CH10G1125 ....$22.50

Now you can wear this famed jewel of the Orient with its warm translucent sea-green depths. Wear Jade . . . loved and admired for centuries, now yours to own or to give at popular prices.

Jade—14 Kt. Gold
Genuine Diamond
CH25G2250 ..$45.00

Hand Carved Jade
14 Kt Fittings
CE25G1125 ..$22.50

5 Ct. Jade
Gen. Ruby Eye
PMG3000 ....$60.00

5 Ct. Jade
14 Kt. Florentine
ADCG1500 ...$30.00

Jade Ball Earrings
Pierced or un-pierced
E1G1125 .....$22.50

Jade Hoop Earrings
14 Kt. pierced only
E2G2250 ...$45.00

10 Ct. Jade
Florentined Leaves
RF3G2250 .....$45.00

14 Kt. Gold Lined and Edged
Additional styles below
8SG2700 .....$54 00

¼" Flat Jade Bands
Additional styles below
6FG938 .....$18.75

⅜" wide Dome Bands
Additional styles below
10MG1125 .....$22.50

Gold Liner
Rope Edges
6SRG2250 ...$45.00

Jade Disc Cuff-links
14 Kt Gold
CL10K6000 ....$120.00

¼" Jade Band
Flat Gold Guards
72G3000 .....$60.00

The Jade Ring

Each ring hand-cut and polished to individual finger size from a solid block of genuine Jade. Available in the tailored plain band, lined and edged in 14 Kt. Gold or with matching guard rings.

Flat Jade Bands

4FG900—⅛" wide $18.00
8FG1125—⅜" wide $22 50

Dome Jade Bands

23MG1200—¾" wide PR $24.00
4MG1500—⅛" wide $30.00
6MG900—¼" wide $18 00
8MG938—¾" wide $18.75
10MG1125—⅜" wide $22 50
13MG1500—½" wide $30.00

14kt. Gold Lined Jade Bands

45G1800—⅛" wide $36.00
65G1875—¼" wide $37.50
105G3000—⅜" wide $60.00
135G3750—½" wide $75.00

Jade Bell Tie-Tac
TTG450 .....$9.00

Jade Buddha Tie-Tac
TTBG600 .....$12.00

¼" Jade Band
Twisted Rope Guards
64RG3000 ...$60.00

INTERNATIONAL GEM CO P.
15 Maiden Lane
New York, N. Y., 10038

JADE
by
International Designs

Unusual Jade and Gold Charms

Jade 14 Kt. Gold Any Zodiac Sign CZ21G3000 ...$60.00

Jade 14 Kt. Any Initial CH23G3000 $60.00

8SRG2700 . . . $54.00

14SG3300 .... $66.00

18SG3300 . . ...$66.00

17SG3000 ... $60.00

27SG3300 ..$66.00

6SGG3300 $66.00

Jade Cabochon R15G3750 . . . $75.00

5 Ct. Gen. Jade ADDG1500 ...$30.00

Charms and Pendants

16SG3300 ...$66.00

8SGG5250 ....$105.00

Jade and Gold Man's Rings

12SG3250 .....$105.00

72SG6750 ....$135.00

2 Gen. Diamonds R13G9000 ....$180.00

4 Genuine Rubies CH27G3750 .. $75.00

ADEG1800 .....$36.00

8SBG4500 .... $90.00

Antique Finish R14G3750 . ....$75.00

SHOWN ABOVE: THE JADE BAND CAUGHT BY OUR DESIGNERS IN SOLID 14 KT. GOLD. EACH HAND MADE TO YOUR FINGER SIZE AND LINED WITH GOLD.

SHOWN BELOW. SEPARATE BANDS OF JADE AND GOLD WEAR THE JADE ALONE OR WITH ITS MATCHING 14 KT. GOLD ACCESSORY RINGS.

Jade and Gold Pins

22G3300 $66.00

Jade and Gold Earrings

Pierced or Un-pierced E31G1875 .....$37.50

Florentine Finish 5 Ct Jade PFG2250 $45.00

2 Ruby Eyes 5 Ct. Jade PCG3000 ... . .$60.00

20G2250 $45.00

24G3000 . $60.00

Pierced or Un-pierced E30G2250 .... $45.00

26G3000 .$60.00

42FG3000 . $60.00

10 Ct. Jade CHG1500 .....$30.00

Pendant

25G3000 .....$60.00

Hand Carved Jade BCG3750 .....$75.00

21G3000 .....$60.00

Clip-Back E3GG5250 .....$105.00

19G2250 . .. $45.00

C15G1125 $22.50

R15G1125 $22.50

T15G1125 $22.50

B2G2625 $52.50

2GG2250 . ....$45.00

28G3000 .....$60.00

Hand Carved Jade Animal Charms 14kt. Gold Fittings

This toy is one to invest in...

Listen how the chips stack up in your favour ✹ Int-a-Lok is a natural seller—even in a polybag with a mimeo'd label, it moved well—now with a new prestige box designed by one of Canada's leading design houses—stand back! ✹ Int-a-Lok is a natural toy. Children 3-14 are fascinated with the creative shapes they can build. It's a toy—to make toys! And all from one simple, basic shape ✹ Int-a-Lok becomes a natural favourite with parents. Give Int-a-Lok to children. Silence. Ideal for trips. The only assembly toy which can be put together in the hand or on the knee . . . in car or in plane ✹ Int-a-Lok, because it is unique, is a natural news getter. Recently the Toronto "Star" gave it almost a full page ✹ Int-a-Lok is a natural demo item. A demonstrator girl has moved 286 boxes in a single day in a high traffic location ✹ Int-a-Lok is a natural attention getter. It creates interest whether a few pieces or a monster window display. General Foods are using it as a premium and advertising it on TV coast-to-coast (Dr. Kildare, Littlest Hobo, Cara Williams, Walt Disney, Jeunesse D'Aujourd'hui, Le Saint) ✹ The buy-up and buy-again patterns are natural too. All Int-a-Lok discs are identical. A small box, leads to a larger box ✹ Naturally we are interlocking our campaign with other publicity. Demonstrations! Give-aways! Point-of-Sale Displays! Giant Models! . . . and National TV commercials—with the same children you see on the box, scheduled for mid-November to mid-December . . . and again in January repeat sales follow the initial Xmas purchase ✹ Order Now! Contact: PAYREL LIMITED 736 The Queensway, Toronto 18, Ontario, Call 767-2019.

■■■ Even a small display creates interest and pays fast dividends!

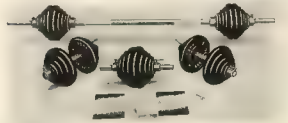
new, natural blue chip

BEACON HEALTH CYCLER

3935A540—Conditions, tones and rejuvenates the entire 'Middle Area' of the body without stress or strain. The Health Cycler can help eliminate bulges and ease in this most important body area... The exercise can be performed while seated or in a prone position. Made of triple chrome plated 1" steel tubing. **Mailable.** Ship. wt. 6 lbs.
Mfr's. Sugg. Retail **$8.98**

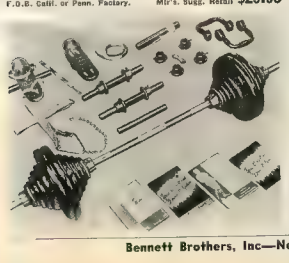
Voit Six-Way Bar Bell Set

3758A780—A complete home gym in one convenient package. Six different combinations build stamina and provide exercise for the entire body. Set includes extra heavy five spring chest pull, Sal-Tee handles, pair of plated foot straps, pair of hand grips, two wooden bars, attachments for rowing machine, wall pull. Everything the athlete needs to keep in top condition all year around. Ship. wt. 9 lbs. **Mailable.**
Mfr's. Sugg. Retail **$13.00**



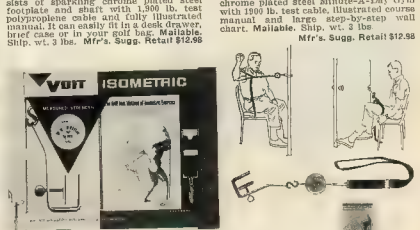
2584TF2297—**York 160 lb. Aristocrat Combination Set.** A deluxe barbell-dumbbell-swingbell set with Holdsite wrenchless collars and bronze-plate, revolving sleeves. Includes 5 ft. bar, four each of 1¼, 2½, 5 10 and 12½ lb plates. Dumbbell swingbell bars and two complete York courses. Ship. wt. 365 lbs. **F.O.B. Calif. or Penn. Factory.**
Retail **$41.95**

2922TF1997—**110-lb. Aristocrat Combination Set.** York Barbell-dumbbell-swingbell combination. Includes 5 ft. knurled, machined and polished bar, extra heavy duty Locktite Wrenchless Collars, four each of 1¼, 2½, 5 and 10 lb plates, dumbbell-swingbell bars, and three complete York courses. Ship wt 175 lbs. **F.O.B. Calif. or Penn. Factory.**
Mfr's. Sugg. Retail **$29.95**



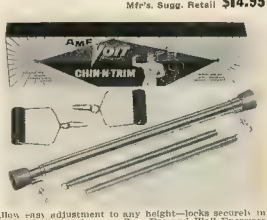
4205A780—**Isometric Maximum Distance Conditioner.** A program that will strengthen the swing by quickly and easily building up the muscles directly involved. Only a minute-a-day will add yards and improve your swing. Consists of sparkling chrome plated steel footplate and shaft with 1,300 lb. test polypropelene cable and fully illustrated manual. It can easily fit in a desk drawer, brief case or in your golf bag. **Mailable.** Ship. wt. 3 lbs. **Mfr's. Sugg. Retail $12.98**

3936A733—**Isometric Gym.** Isometric contractions, scientific secret weapon of top flight coaches and athletes. This revolutionary concept takes the tedious, exhaustive and grueling routine out of body building. Set contains lifetime chrome plated steel Minute-A-Day Gym with 1900 lb. test cable, illustrated course manual and large step-by-step wall chart. **Mailable.** Ship. wt. 2 lbs
Mfr's. Sugg. Retail $12.98



Voit Isometric Set

4206A900—A method of strength-building proven through 18 years of exhaustive testing and development. A comprehensive program which lets you strengthen the specific muscle groups to increase efficiency in any sport or physical activity. Only 6 seconds per day for each exercise can develop your maximum potential muscular strength within 6 weeks. Set contains clamp, frames, adjustable straps and instructions, everything necessary for a wide range of exercises covering all "muscle groups." Cause lets you measure your muscular progress. The 24 page illustrated booklet demonstrates the various exercises recommended to condition the entire body. Includes a day to day progress chart. Ship. wt. 6 lbs. **Mailable.**
Mfr's. Sugg. Retail **$14.95**



For health, strength, fitness and coordination. Increase strength and endurance for all active sports.

Voit Chin-In Trim Set ▶

4207A571 Ideal conditioner for every member of the family. Increase your ability in sports by developing all around strength, fitness, and coordination. Kit includes Gym Bar and 2 springs with handles. Durable, chrome plated bar is of new adjustable length to 40" for wider than average door openings and is safe. It supports over 200 lbs. Designed to allow easy adjustment to any height—locks securely in place. Gym Bar and cables can be used separately or as Gym Bar and Wall Exerciser combination for a variety of exercises. Illustrated instructions included. Ship. wt. 4½ lbs. **Mailable.**
Mfr's Sugg. Retail **$9.50**

◀ **Aristocrat York Bar Bell Set**

2921TF3997—A superb home gymnasium outfit that will serve you and your family for a lifetime. 200-lb. bar bell consisting of a 5' solid steel bar, lock-tite collars. Four each of 1¼, 2½, 5, 10 and 25-lb plates. Pair of 14" solid steel dumbbell bars with revolving sleeves and grips. Pair of iron health boots. Heavy duty headstrap. Wrist roller and pair of 9" bars to be used in dumbbell training and iron boot exercises. Pair of solid iron kettle bell handles. Four helpful booklets on body building, weight lifting, leg developing and bell handles. Four helpful booklets on body building, weight lifting, leg developing and Bob Hoffman's Swingbell System of Training. Also a booklet on Advanced Methods of Weight Training. Ship. wt. 245 lbs. **F.O.B. Calif. or Penn. Factory.**
Retail **$59.95**

Quality Products for Better Health & Comfort

Hankscraft Vapor Master

It's a vaporizer and humidifier in one unit. Vaporizer actually boils oil into vapor to relieve tense nerves, aching muscles, dry or tight, No mask needed. Automatic Vapor Master vaporizer is economical to operate on any 115 volt A.C. current. Humidifies rooms up to 1000 cubic feet. Lightweight polystyrene base resists scratches for safe carrying. 1½ gal capacity U.L. approved. 6 ft. cord attached Shipping wt. 7 lbs.

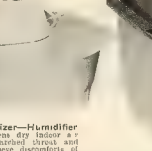
508E1297 - Vaporizer and Humidifier.
Retail $19.95

OSTER

Oster Cool Mist Room Humidifier
Safely atomizes tap water to a fine mist without heat, effectively brings dry air to a comfortable humidity level through forced air circulation. Generates mist for ten to twenty hours on one 1¼ pint filling. Water level indicator and mist control lever. Housing of rigid, durable plastic. Size 12"x12"x6". 6 ft. cord. 110 volts, 60 cycles A.C. Shipping wt. 7 lbs.
460E1397 - Humidifier.
4606.3E1257—Three or more.
Retail $19.95

NORTHERN

Cool Spray Vaporizer—Humidifier
Automatically moistens dry indoor air to help: Prevent parched throat and dried out skin. Relieve discomforts of colds, coughs, croup and sinus. Protect furnishings from drying out, warping or cracking, and Reduces heating bills. Feel comfortably warm at lower temperatures. Special filters remove dirt, pollen, and air impurities. Adjustable outlet damper control regulates flow of vapor to low, medium and high. Engineered to provide full-room vapor coverage, in smooth modern compact lines are styled in a break-resistant material. Has 1½ gallon capacity. U.L. Listed Shipping Wt 7 lbs.
578E1158—Humidifier—Vaporizer.
Retail $17.95



Vaporizer-Humidifier
Now, instant adjustment to any water hardness that automatically guarantees maximum steam output. Multi-speed vapor control knob provides a wide range of vapor speeds. Automatic safety shut-off when water supply is exhausted. Jeweled pilot light permits easy adjustment in darkened room. Stainless steel electrodes resist rust and corrosion. Smartly styled of durable heat-resistant plastic 6 ft. white cord.
508E564 - One Gallon Vaporizer-Humidifier. Steams for 8 to 10 hours. **$8.95**
510E735—Two Gallon Vaporizer-Humidifier.
Produces steam for 14 to 18 hours. **$11.95**

Dual Speed Contour Massager

Contoured to fit the natural curves of your body, the Pollenex Contour Massager relaxes tense muscles and relieves fatigue. Dual speed operation lets you choose the massage action that suits you best. The gentle penetrating massage action flushes tired muscles with fresh blood and helps you relax and "coax for sport" massaging action. Two speeds. Soft, foam rubber pads, plastic cover. Oil-On Relief. Size: 14"x8"x5". 115 Volts AC only. Shipping Wt. 3 lbs.
579E867 Contour Massager. $12.95

Pollenex
Deep Heat
Infra-Red
Massager

Infra-Red Massager
Now, the whole family may reap the benefits of infra-red ray massage in a single unit. New, heat producing, deep penetrating infra-red heat and massage for back, tension pain, relief in muscle and joint aches. Has two speed for 4 ways to use Massager only. Infra-red heat plus massage. High heat or Low heat. Plus special "rub" switch, to heat to massage and warm pad to use. Effective heat in just 5 minutes. Designed for maximum comfort, it helps give "on the spot" relief anywhere on the body. Handles easily and is comfortable for inducing relaxation, stimulating circulation, and relieving tensions. 115 Volt AC only. Shipping Wt. 3 lbs.
560E655—Massager. Retail $9.95

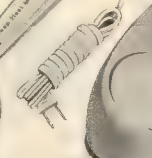
3933E1130—Sensational new foot massager of scientific design. Feet get harmonic or synchronic 100 hit strokes professional type foot circulation, down to muscles. The only foot massager on the market that enables the user to be perfectly relaxed, with feet in the most natural position. Molded plastic housing mounted on a metal oval base. Powerful, yet quiet motor does not interfere with radio or television. Beautiful, soft pastel ivory color. 110-120 volts, 50-60 cycles, AC only. Complete with cord. UL approved.
Retail $16.95

Dr. Scholl's
FOOT MASSAGER

4263E595—Healthful stimulative action. Benefits for poor circulation, fatigue after standing or walking or numbness in feet or toes. **30 degree angle** allows the user to relax comfortably in easy chair while enjoying the benefits of massage. Ivory color. U.L. approved. A C only. Ship wt 8½ lbs
Retail $8.95

SUNSMASK
- 100% Wet-proof
- 3 Fixed Heats
- Moist or Dry Heat

455E537—A remarkable **Sinusmask** developed by **Casco** to bring relief to sinus sufferers. The electric mask is adjustable and comes complete with vinyl covered mask, cellulose sponge for moist heat application, and fitted with washable cloth cover. (Can be used dry, too). Has adjustable strap and is scientifically shaped to cover closely all facial sinus areas. The **Sinusmask** may be strapped to other parts of the body—such as an arm or leg for localized moist or dry heat application. Guaranteed for five years U.L. approved.
Retail $8.95



WHEELCHAIRS FOR SICKROOM COMFORT

14078F6413 Wheel Chair with 5" front casters and rear rubber foot rests. All tubular steel frame, chrome plated and polished. Upholstered arm rests and safety belt. Plastic leatherette seat and back. Size is a medium Green color. Ship wt 48 lbs. **F.O.B. Ohio Factory.**
Sugg. Retail $95.00

14079F6413—Same as above except juvenile size. **Sugg. Retail $95.00**

14118F7965—Wheel Chair. Adult size. Same as above equipped with 8" casters.
Sugg. Retail $118.00

14080F8235 Wheel Chair with adjustable foot rests. Tubular steel arm rests. Padded leatherette seat and back. Features 5" front casters, safety brakes and upholstered arm rests. Tubular steel construction, chromium plated and polished finish on rigid mounting tube. Chrome plated handrims. Green plastic leather-like seat and back. Ship wt 50 lbs. **F.O.B. Ohio Factory.**
Sugg. Retail $122.00

14081F8235 Same as above except juvenile size. **Sugg. Retail $122.00**

14119F9788—Wheel Chair. Adult size. Same as above equipped with 8" casters.
Retail $145.00

Additional Order Blanks Supplied Upon Request

Kitty, 15-inch Bonomi Doll from Italy

1 She's stylish for school in a pleaten wool plaid skirt and blue knit cardigan with plaid trim. Full petticoat, panties, shoes, socks. Vinyl doll has washable pony tail coiffure. Long-lashed closing eyes.
49 N 3516 Shipping weight 1 lb. 8 oz. $7.99

Sheila, 17-inch glamour girl from Italy

2 With her long auburn hair and thickly lashed almond eyes, Sheila is queen of the dolly campus. She wears a camel color wool coat, red wool plaid dress, scarf, gaiters. Fully jointed vinyl body.
49 N 3494 Shipping weight 1 lb. 12 oz. . . $9.99

Angelica, 13½-inch Italian charmer

3 Perky as your little sister. Her washable rooted hair can be styled many ways. Long-lashed eyes open and close. Jointed vinyl body. Cheerily garbed in gray pleated skirt, red plaid topper, boots, bow.
49 N 3448 Shipping weight 1 lb. 8 oz. . . . $7.99

Four of our best-dressed imported dolls wear

1 $7.99 2 $9.99 3 $7.99

Tina from Italy

Stunning 24-inch platinum blonde is belle of the ball in her hoop-skirted velveteen gown and rustling petticoats

$29.95

To love, to admire, to cherish a lifetime . . a doll of superb beauty. Her finely chiseled features—from dreamy opaline eyes to pert dimpled chin—are sculptured with Italian finesse. Tina is luxuriously dressed in a sweeping gown and big bonnet of rich red velveteen, trimmed with white eyelet lace and bright plaid bands. Attached ruffle-edged petticoat . . plus separate hoop-skirt. Panties, socks and patent-look shoes. With plaid parasol. Enchanting doll of polyethylene.

Shipping wt. 10 lbs.
79 N 3495L.....$29.95

SEARS bdg.

Gently closes her eyes when you rock her to sleep

TEENY TINY TEARS

by American Character

Teeny with cradle

$7.99

It's a joy to care for this lovable 12 inch baby doll. She drinks, wets, cries real tears, blows bubbles. At bedtime she slowly closes her rock a bye eyes as you rock her in her own cozy cradle. Of soft vinyl, she takes baths too. Rooted hair can be combed and brushed. Teeny wears a printed cotton flannel sleeper. Comes with 15-in. long plastic cradle with mattress cover, bottle, pacifier and bubble pipe.

49 N 3165—Shipping weight 2 lbs. 12 oz. $7.99

Teeny with trunk

$7.94

12 inch cry baby travels with trunk and layette, drinks, wets, cries real tears, blows bubbles. Soft vinyl with rooted hair. Wears lace trimmed apron dress with applique, booties, panties. Lacy 4 Lae dress, polka dot panties, pacifier, bubble pipe, bottle packed in trunk.

Shipping weight 2 lbs. 6 oz.

49 N 3167 $7.94

Teeny Doll only

$3.93

Like a real baby, 12-inch Teeny sheds big tears when she's sad. Slowly closes her rock a bye eyes when she's sleepy. Drinks, wets, blows bubbles too. Of soft vinyl with rooted hair. Wears cape dress. Bottle, bubble pipe, diaper and pacifier incl.

Shipping weight 1 lb. 5 oz.

49 N 3166.....$3.93

Outfits for Teeny

1 **Travel-time Knit Set . .** sweater, leggings and bonnet keep 12 inch doll warm. Doll not included.

49 N 3077 Wt. 6 oz. $2.77

2 **Sheer Apron Dress** with leotards. For 12-inch baby doll (not included)

49 N 3041 Wt. 6 oz. $2.77

Teenie Weenie Tiny Tears with trunk $4.99

Only 9 inches tall, but what a charmer. She weeps real tears, closes her rock a-bye eyes. Drinks, wets. Soft vinyl with rooted hair. Wears a dainty dress. Comes with trunk, clothes and accessories shown.

49 N 3168—Shpg. wt. 1 lb. 2 oz. .$4.99

17-inch Tiny Tears . . almost life-size $9.97

Feels like a real baby cuddled in your arms. She drinks, wets, blows bubbles, cries real tears. Chubby, soft vinyl body. Rooted hair. Dress in cotton flannel sleeper. Layette includes blue dress and diaper, plus red pique dress with giraffe applique, and diaper. Instruction book, bubble pipe, bottle, pacifier.

49 N 3169C – Shipping weight 4 lbs.. $9.97

Tiny Tears Talking Cradle with 6 records $9.77 without battery

Insert record in side of cradle press lever . . and listen to the sound of nursery rhymes, prayers, lullabys. Dolly falls sound asleep as you rock her. Built-in phonograph has automatic shut-off. Plastic cradle, 18x12x11 in. With mattress cover. Sweet dreams for dolls up to 17 in. tall. Uses one "D" battery, order below

79 N 9224C—Shipping weight 3 lbs. $9.77

79N4660–"D" Battery. Wt ea. 4 oz. Each 16c, 4 for 60c

Kitty, 15-inch Bonomi Doll from Italy

1 She's stylish for school . . . a pleated wool plaid skirt and blue knit cardigan with plaid trim. Frilly pettitrip panties, shoes, socks. Very real hair, washable permanent coiffure. Long lashed closing eyes.
49 N 3516 Shipping weight 1 lb. 8 oz. $7.99

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Four of our best-dressed imported dolls wear

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Shipping wt. 10 lbs.
79 N 3495t $29.95

Gently closes her eyes when you rock her to sleep

TEENY TINY TEARS

by American Character

Teeny with cradle

$7.99

It's so fun to care for this lovable baby. Tell her she's pretty, wets, cries real tears, blows out bubbles. At bedtime she closes her rock-a-bye eyes as you rock her in her own cozy cradle of soft vinyl. She tastes baths, too. Rooted hair can be combed and brushed. Teeny wears a printed cotton flannel sleeper. Comes with 15 in. long plastic cradle with mattress cover, bottle, pacifier and bubble pipe.

49 N 3165 Shipping weight 2 lbs. 12 oz. $7.99

Teeny with trunk

$7.94

12-inch cry baby travels with trunk and layette, drinks, wets, cries real tears, blows bubbles. Soft vinyl with rooted hair. Wears lace-trimmed apron dress with applique, booties, panties. Lacy A-line dress, polka dot panties, pacifier, bubble pipe, bottle packed in trunk.

Shipping weight 2 lbs. 6 oz.

49 N 3167..... .$7.94

Teeny Doll only

$3.93

Like a real baby, 12-inch Teeny sheds big tears when she's sad. Slowly closes her rock-a-bye eyes when she's sleepy. Drinks, wets, blows bubbles too. Of soft vinyl with rooted hair. Wears cape dress. Bottle, bubble pipe, diaper and pacifier incl.

Shipping weight 1 lb. 5 oz.

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1 2

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79 N 9224C—Shipping weight 3 lbs. $9.77

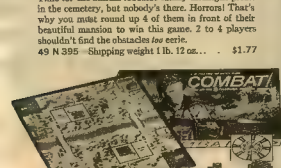
79N4660—"D" Battery Wt. ea. 4 oz. Each 16c 4 for 60c

Clue $2.99

You're the sleuth in this challenging detective game to discover the who, where and how of the crime. Use the clue cards to find the answers and enjoy a new plot every time. Weapons, notes included. Intrigue for 3 to 6 players, ages 8 to adult.
49 N 390—Shipping weight 2 lbs. 8 oz. $2.99

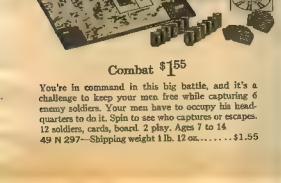
Mystic Skull $3.99

Skull dances on end of limb, then stops. The idea's to put "her" on the other fellow by sticking pins in his voodoo doll. To win, just keep some pinholes in your doll open. Board, bone stirrer, tokens, dolls combine to tingle the spines of 2-4 players.
49 N 232 Shipping weight 2 pounds . . $3.99



Addams Family Game $1.77

Time for the annual Addams family midnight picnic in the cemetery, but nobody's there. Horrors! That's why you must round up 4 of them in front of their beautiful mansion to win this game. 2 to 4 players shouldn't find the obstacles *too* eerie.
49 N 395—Shipping weight 1 lb. 12 oz. . . $1.77



Combat $1.55

You're in command in this big battle, and it's a challenge to keep your men free while capturing 6 enemy soldiers. Your men have to occupy his headquarters to do it. Spin to see who captures or escapes. 12 soldiers, cards, board. 2 play. Ages 7 to 14
49 N 297—Shipping weight 1 lb. 12 oz. $1.55

$1.47

You actually race the clock in this high-spying James Bond game of strategy. Place your 3 men carefully, score with each "spy"

As an agent of James Bond, start mission from points you select on board. Now plan your moves. Gather spy cards, maneuver men, advance scoring disks. "Rendezvous" can mean extra points. First one to score 100 points is winner. 2 to 4 "agents" can play. Thrilling intrigue; for ages 10 up.
49 N 402—Shpg. wt. 1 lb. 12 oz. $1.47

Get "Hot Tip" clues . . . track down agents

Agent Zero M Spy Detector $3.66

The secret Rocket Fuel formula is gone. You'll be Top Secret Agent and win the game if you can unmask the thief. It's easy, exciting Spy Detector, cards, scoreboard help you analyze clues and testimony of the 24 witness suspects. For 2 to 4 rather deductive agents.
49 N 221—Shpg. wt. 1 lb. 12 oz. . . $3.66

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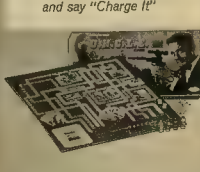

Man from U.N.C.L.E. $2.32

Clever as Napoleon Solo? You'll thrill to challenge of being first to find THRUSH chief card that matches your assignment card and returning it to U.N.C.L.E. headquarters. Turns 2-4 players into U.N.C.L.E. agents.
49 N 403—Shpg. wt. 1 lb. 12 oz. $2.32

Lie Detector $3.88

Scene: a TV studio. Crime: serious and unsolved. You: 1 of 2 to 4 sleuths trying to go from detective to Chieftain by accumulating facts and suspects to nail the culprit. And only the Lie Detector knows truth of it all.
49 N 193—Shpg. wt. 1 lb. 12 oz. $3.88

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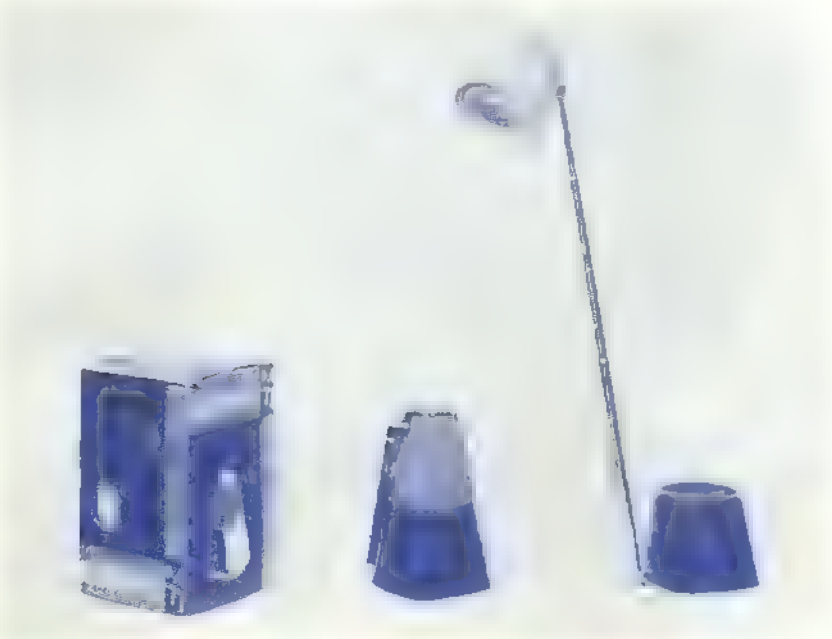

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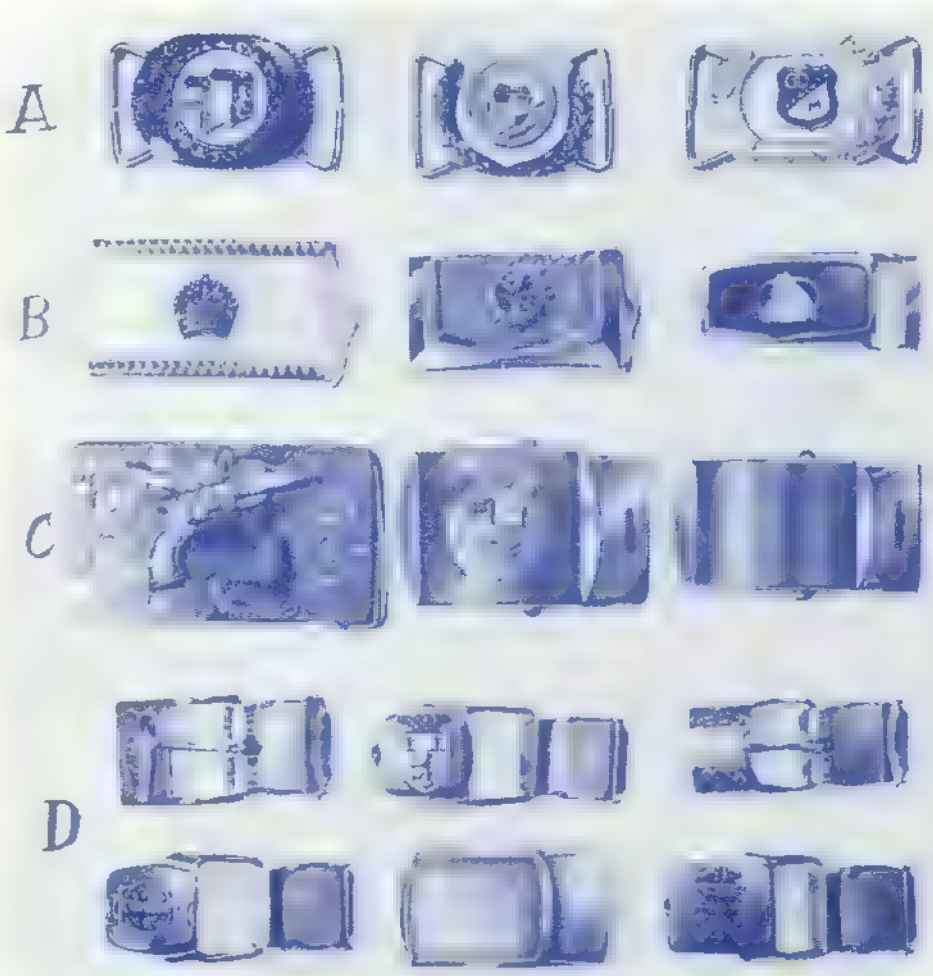

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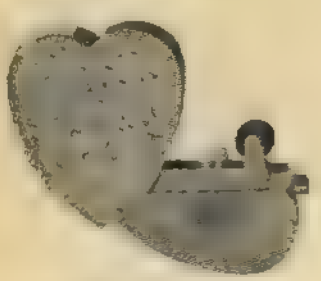

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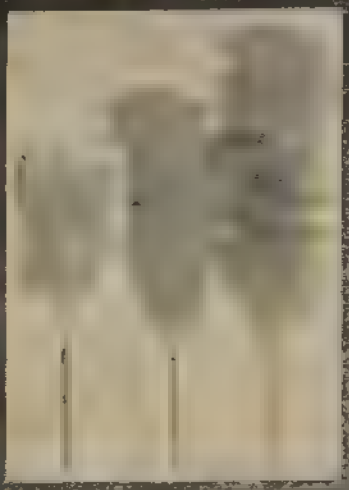

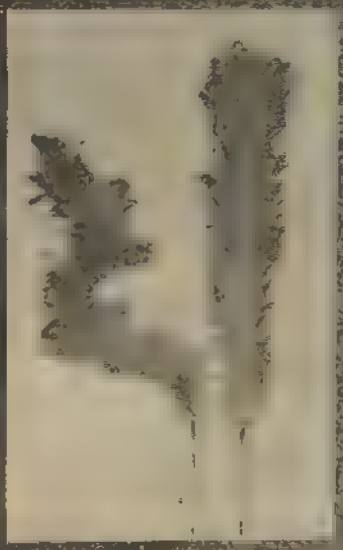

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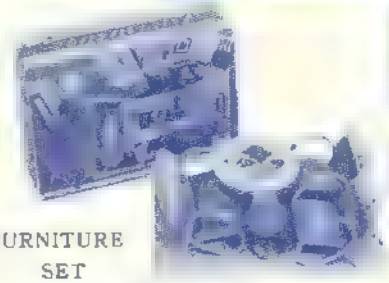

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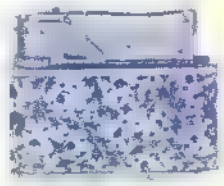

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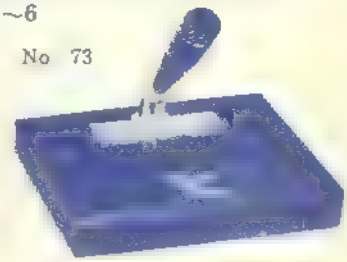

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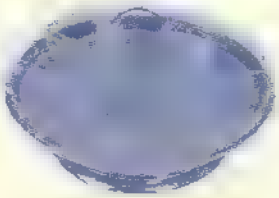

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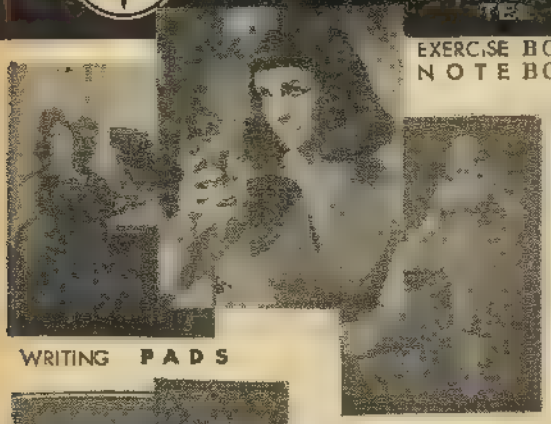

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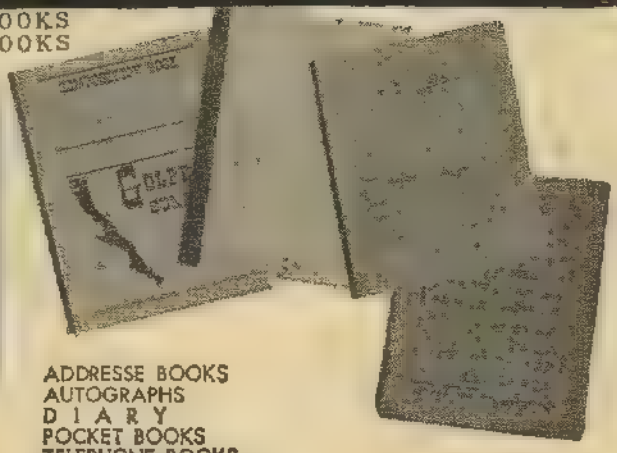

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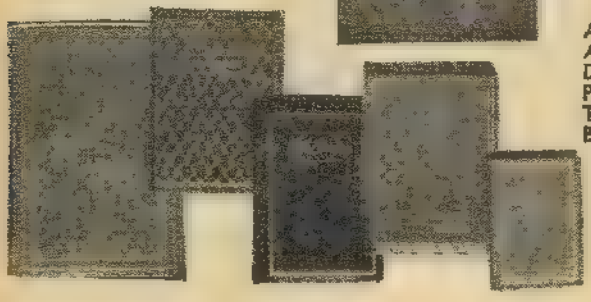

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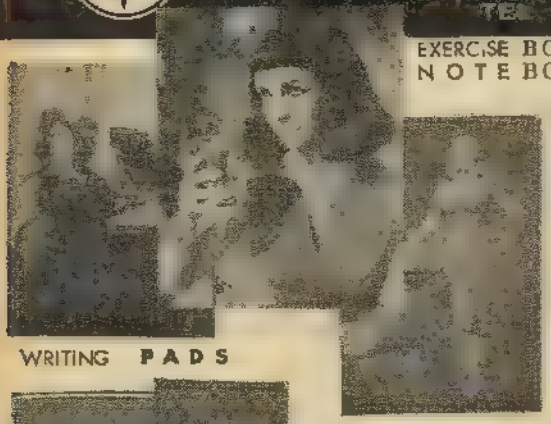

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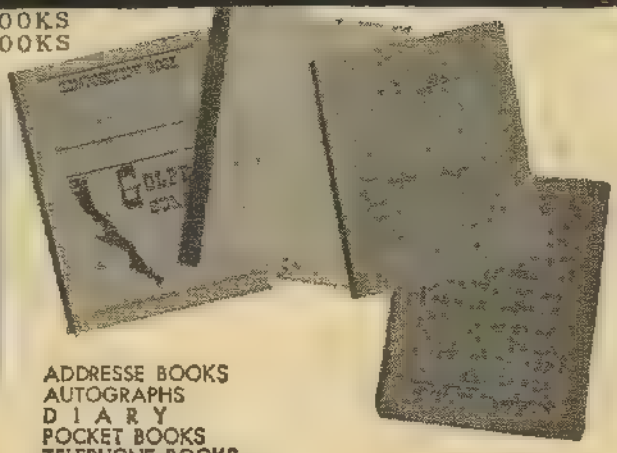

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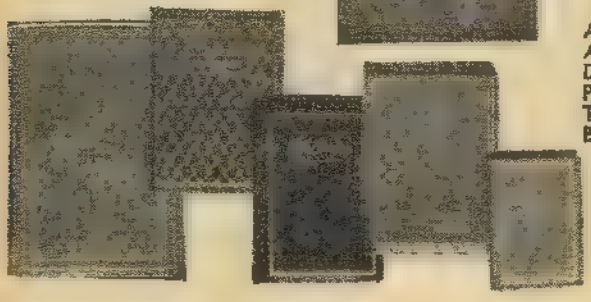

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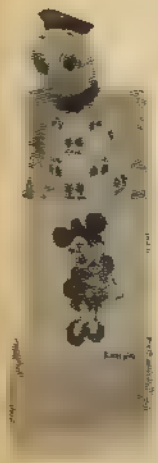

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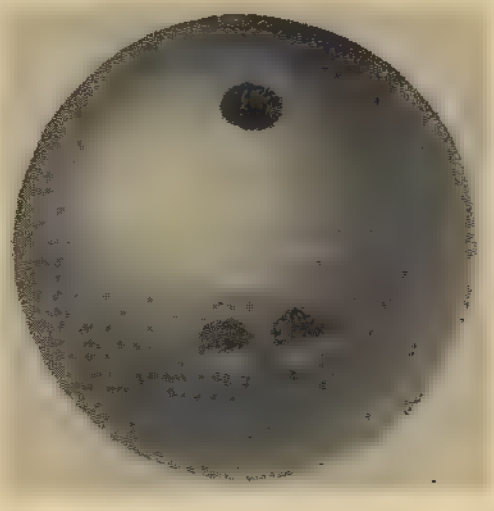

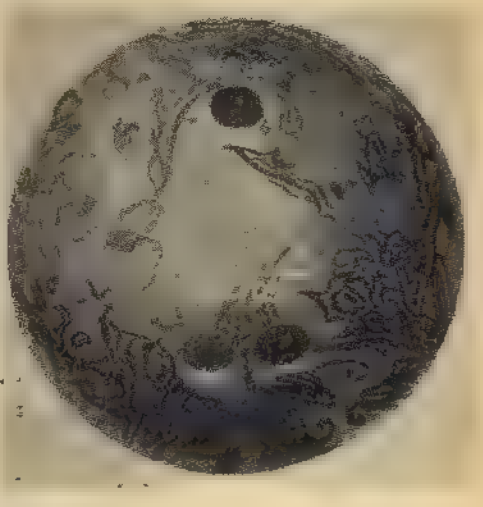

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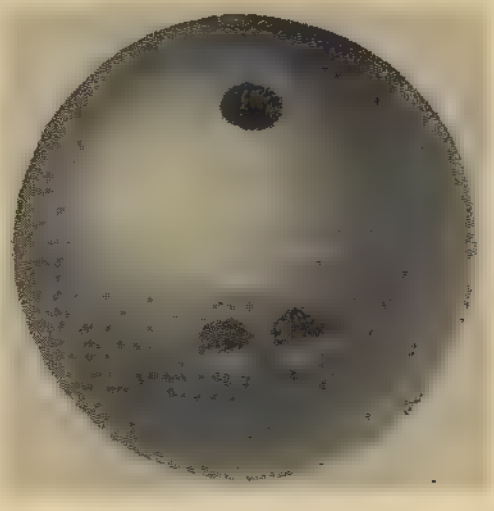

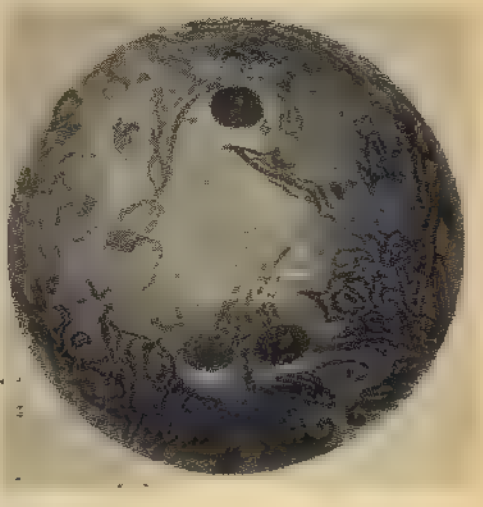

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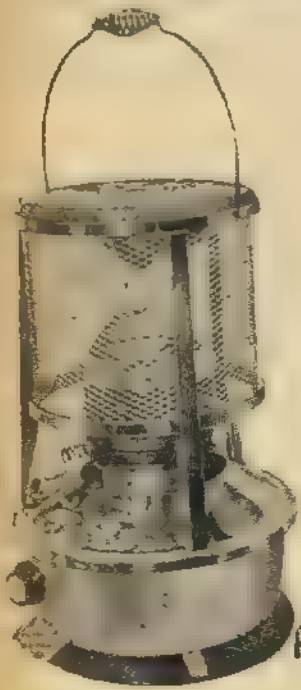

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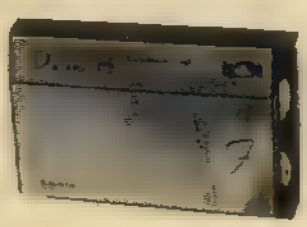

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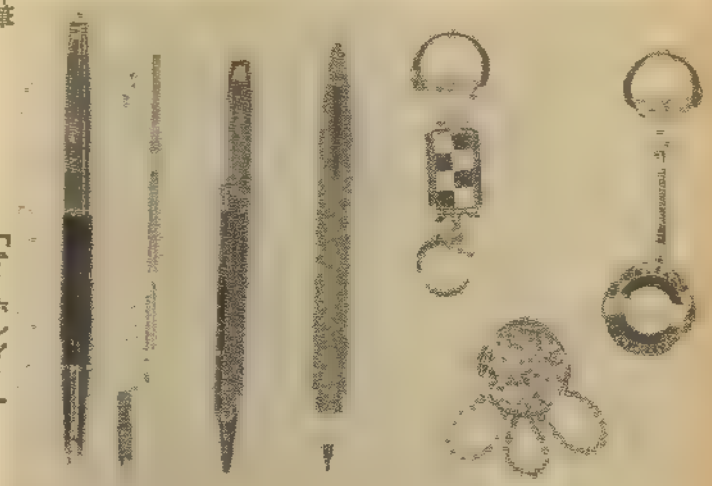

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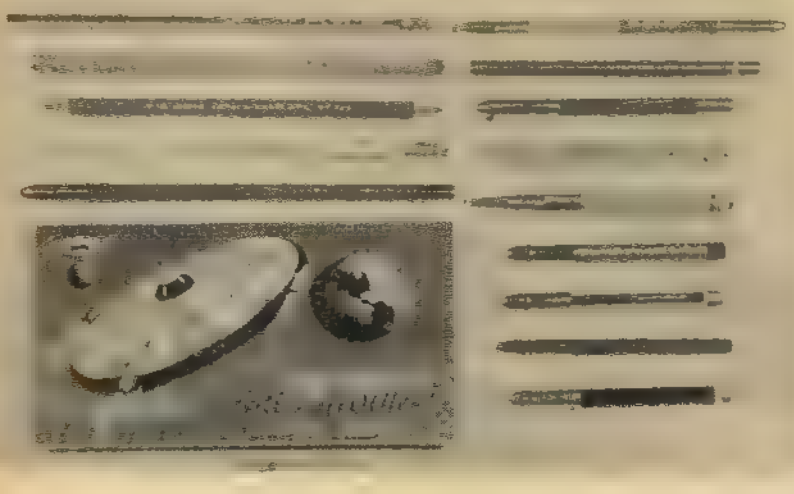

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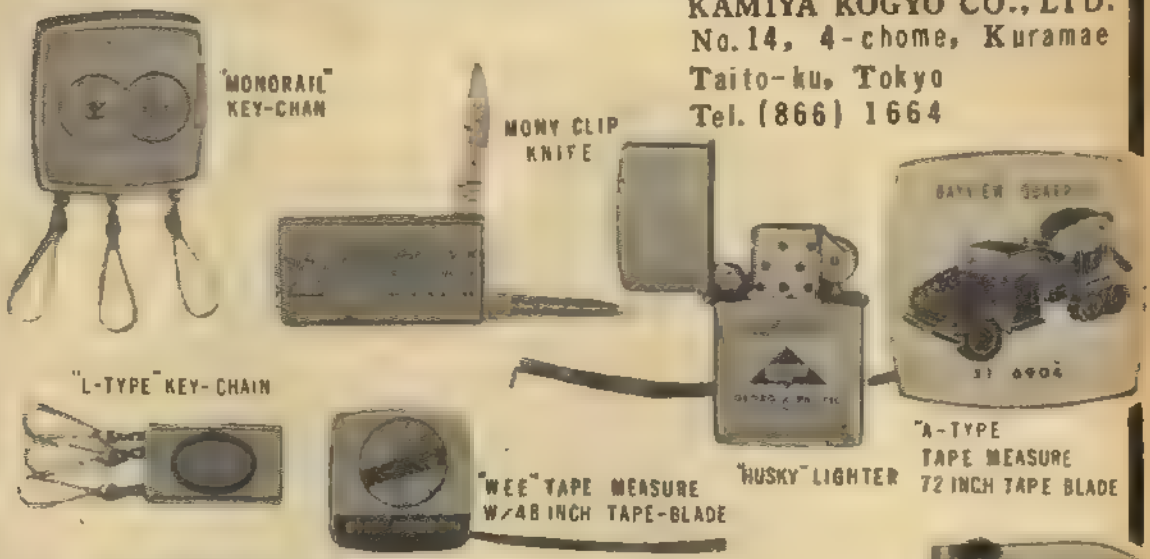

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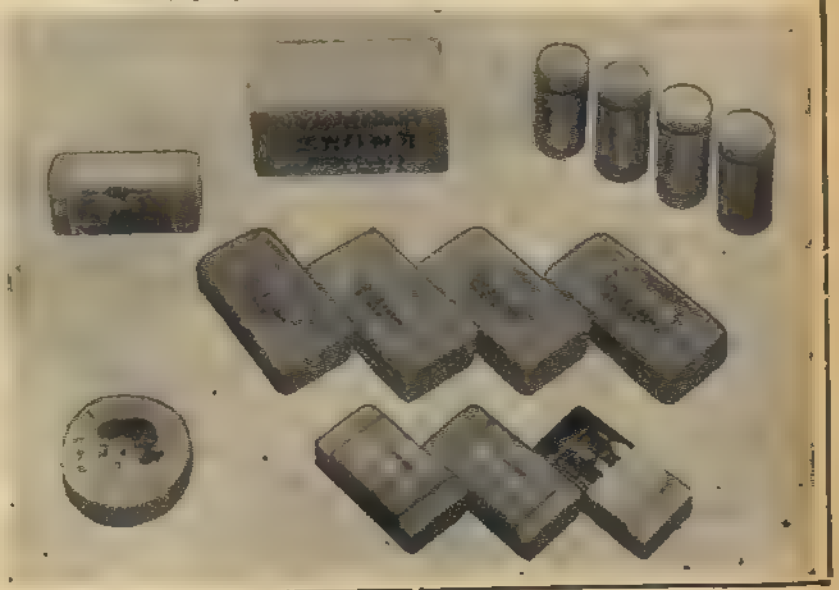

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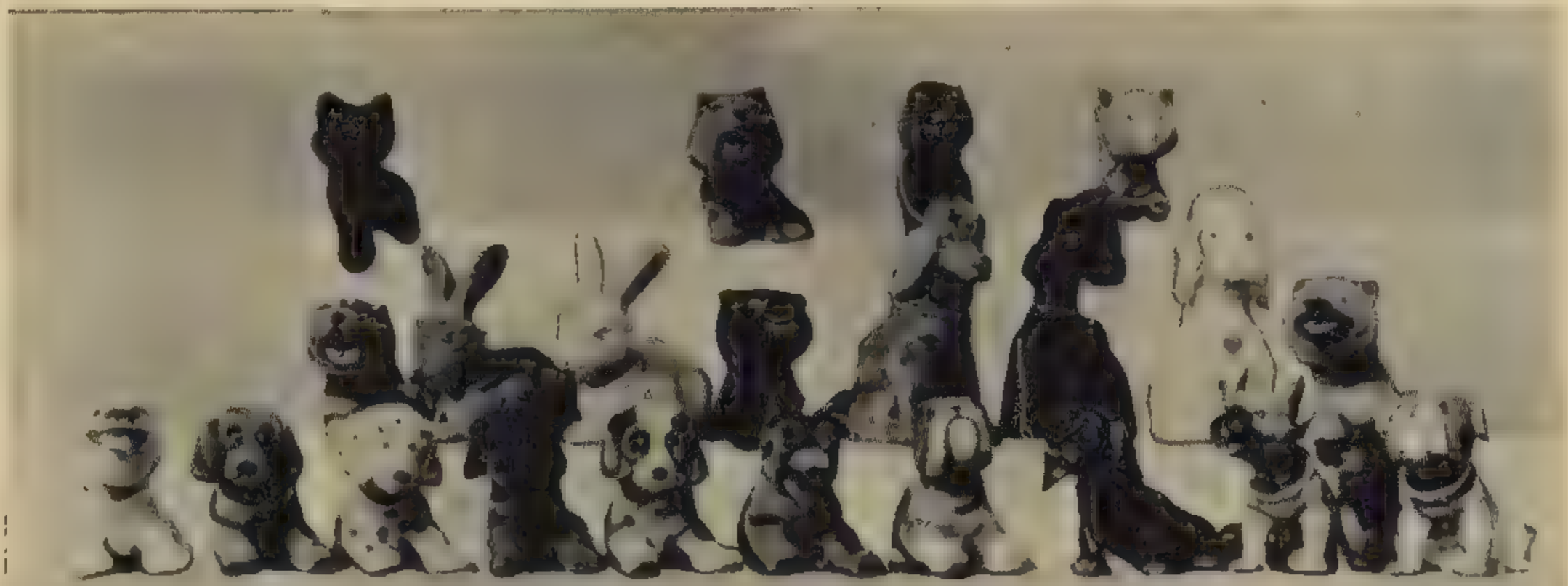

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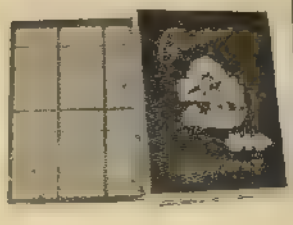

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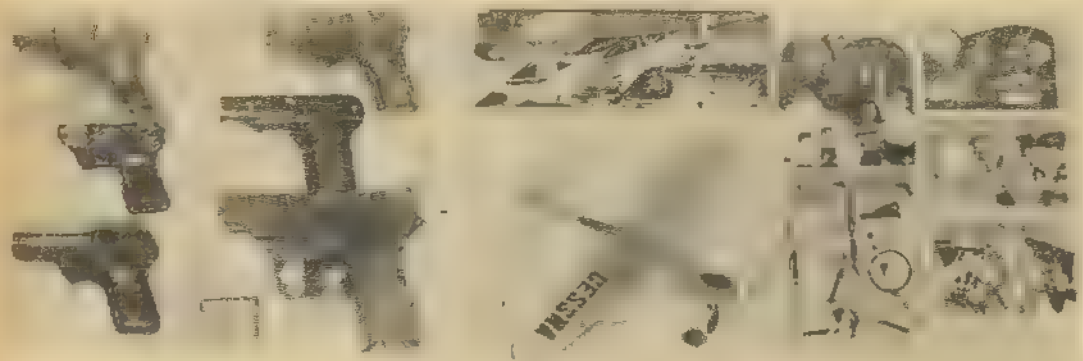

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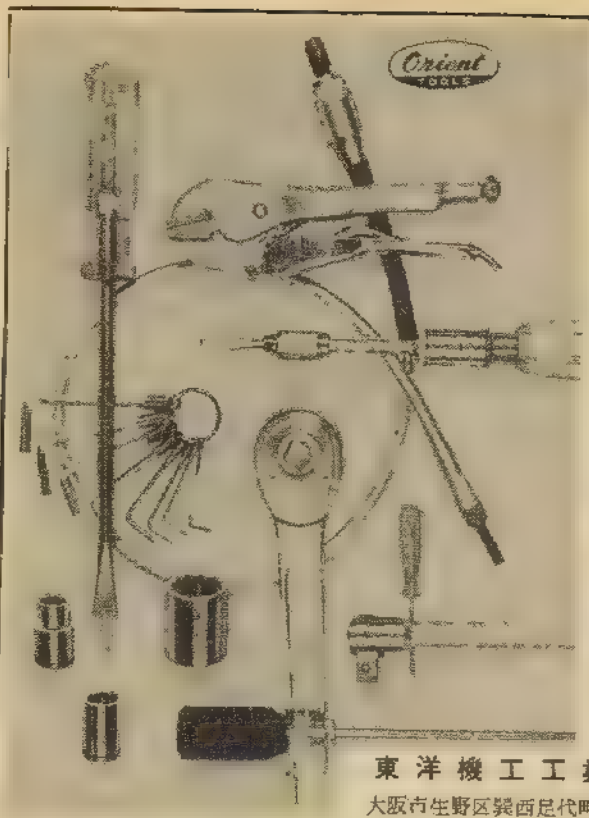

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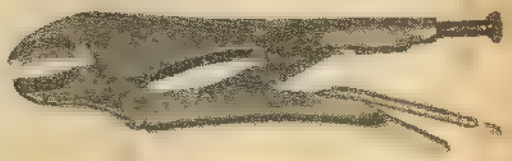

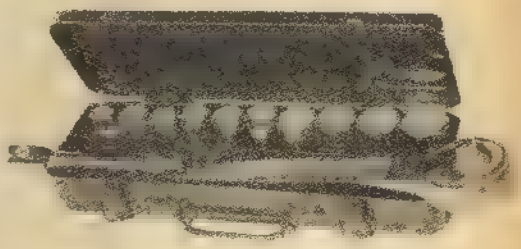

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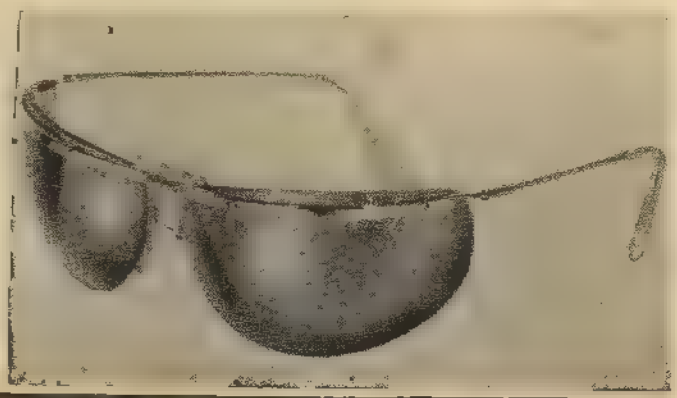

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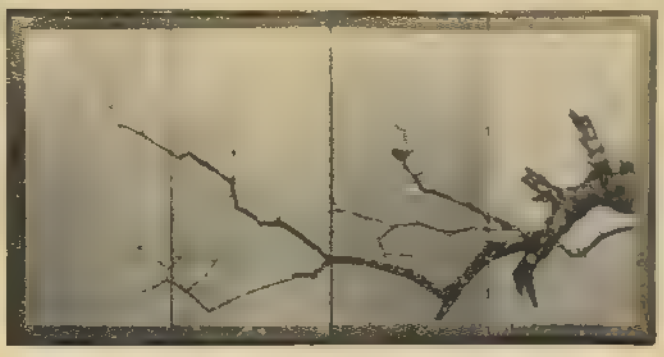

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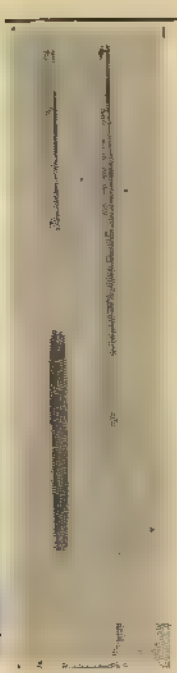

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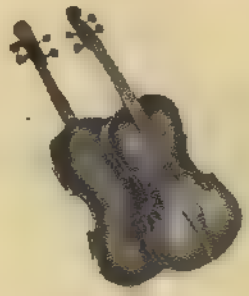

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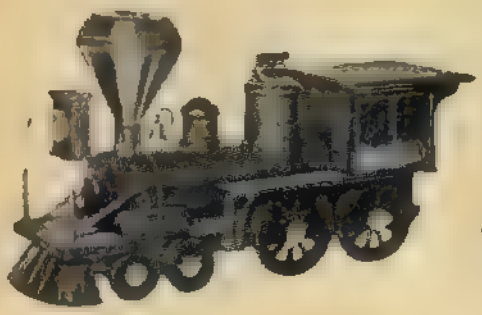

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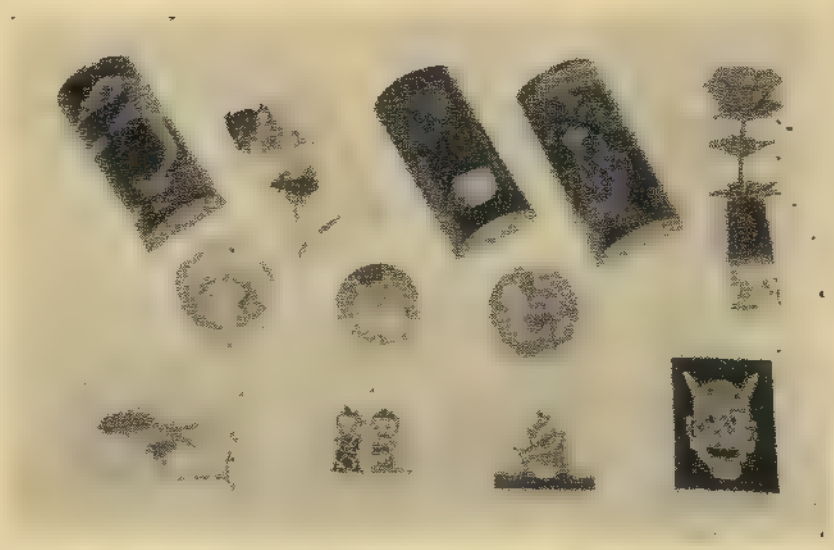

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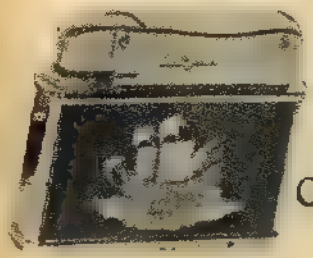

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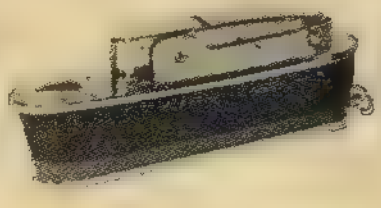

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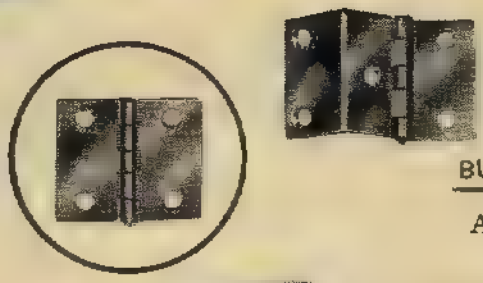

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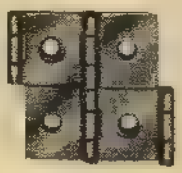

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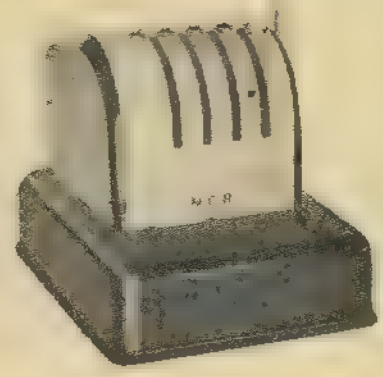

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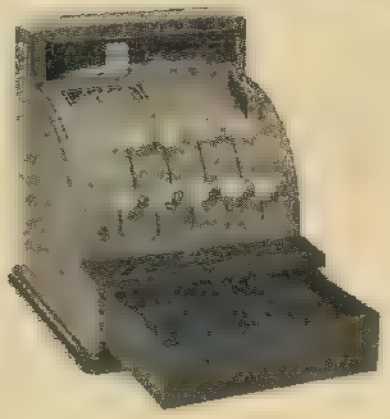

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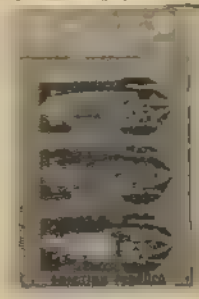

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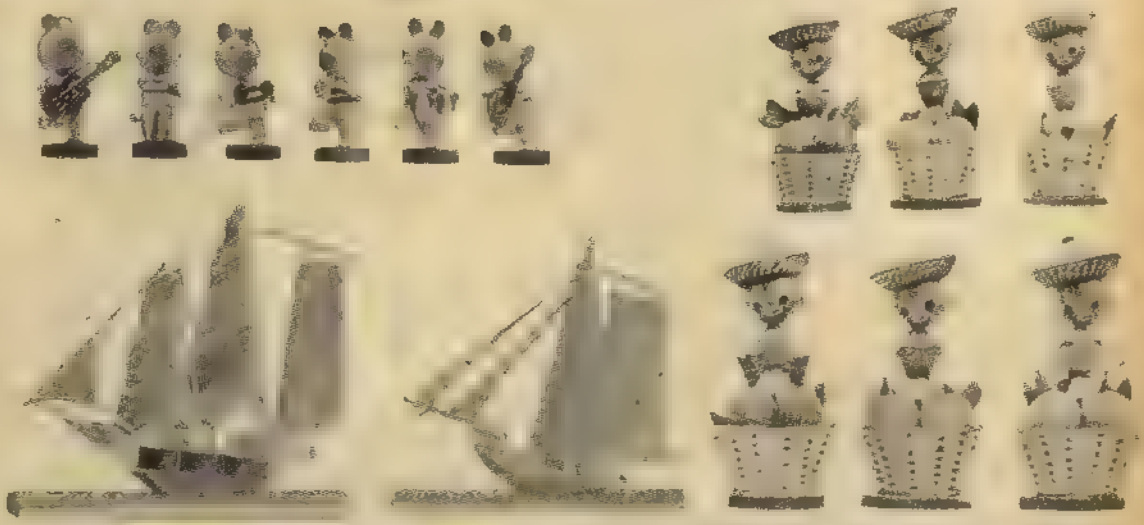

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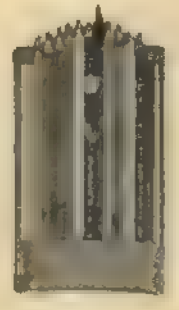

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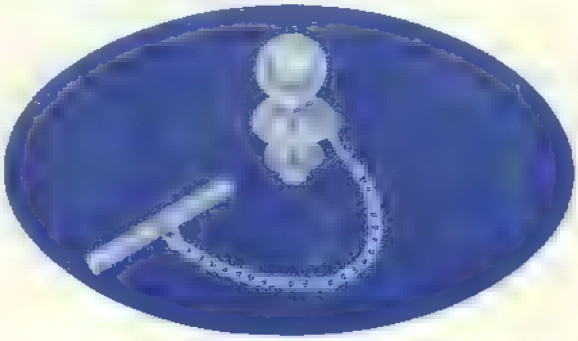

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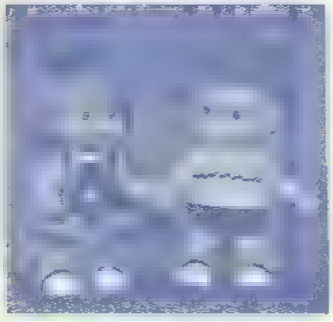

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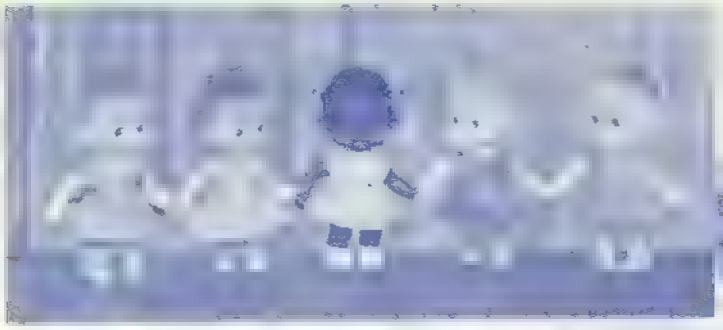

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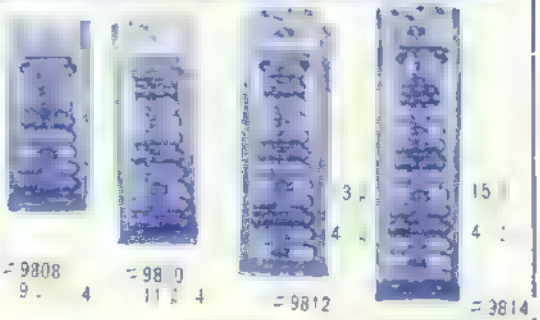


≠9808 9 4

≠98 0 11 4

≠9812

≠3814

≠319 K 11

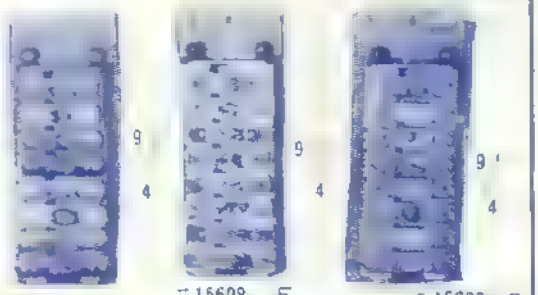
≠319 J 11

≠319 L 11

≠193 9

≠194 9

≠145 9



≠15608 A

≠15608 F

≠15608 S

≠209 M 8

≠209 F 8

≠209 P 8

≠13208 S 9 4

≠1320 F 9 4

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≠332 R 10

≠332 P 10

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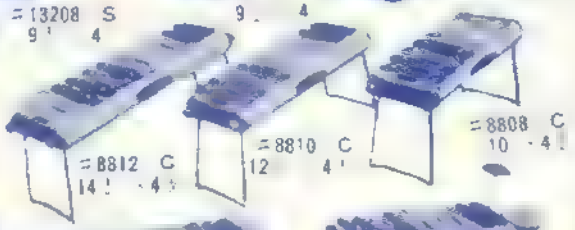

≠8812 C 14 4

≠8810 C 12 4

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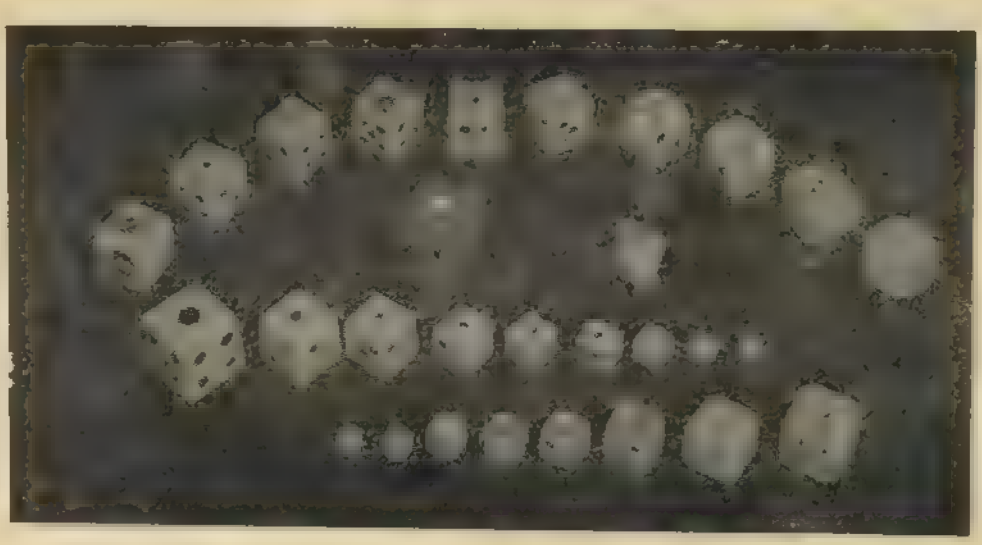

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1026
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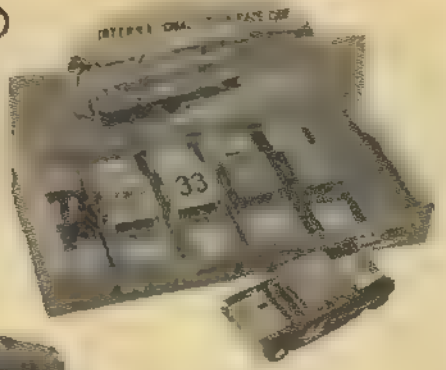

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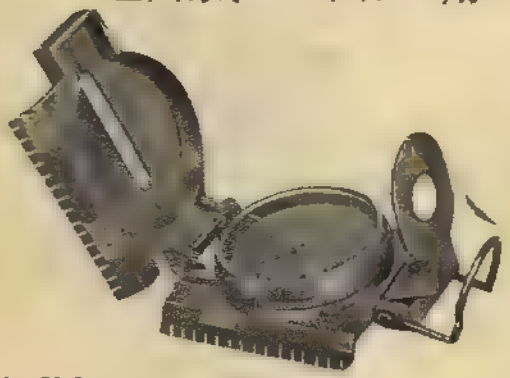

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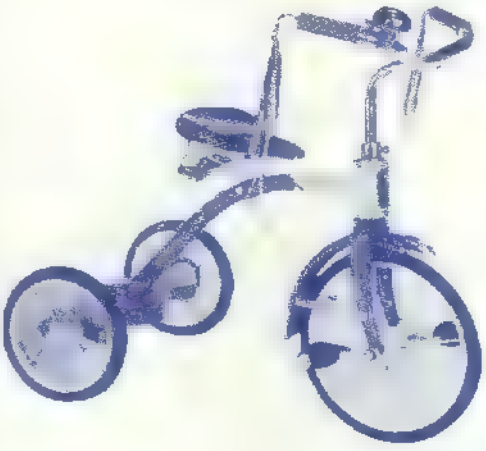

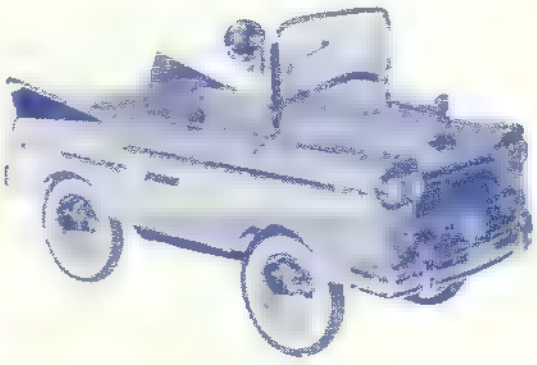

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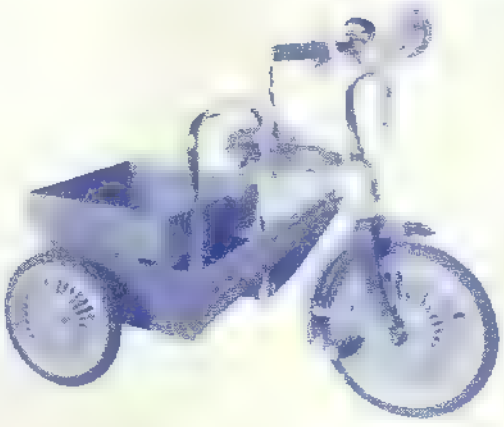

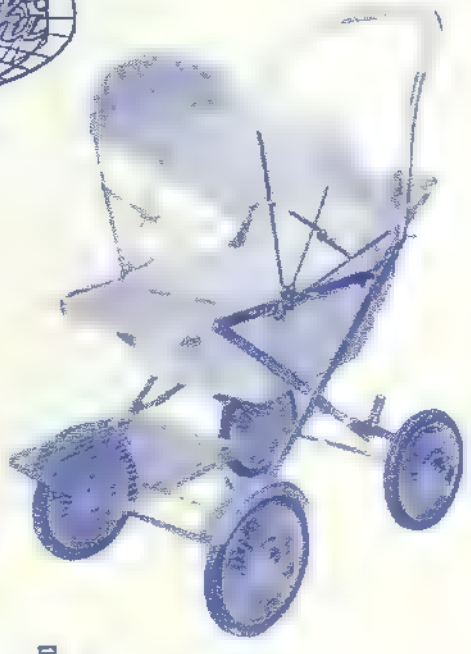

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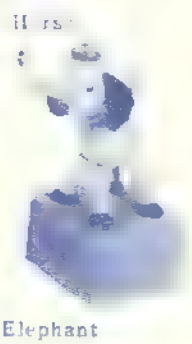

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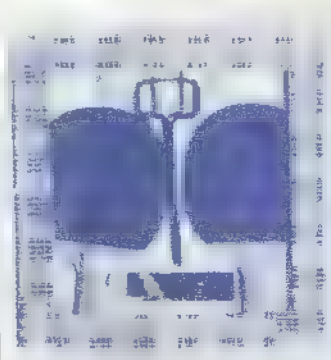

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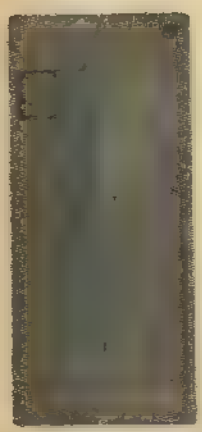

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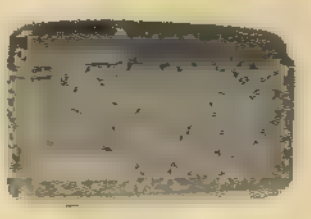

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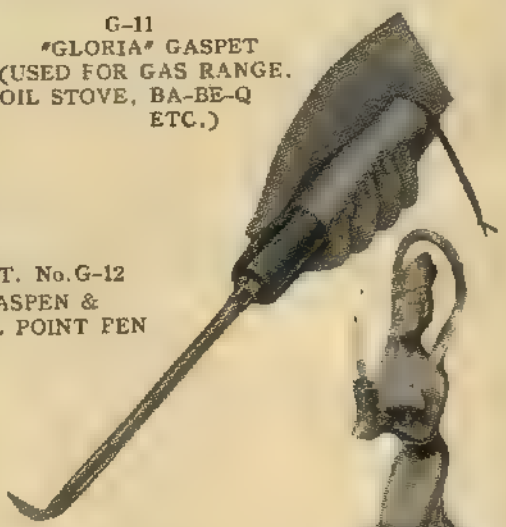

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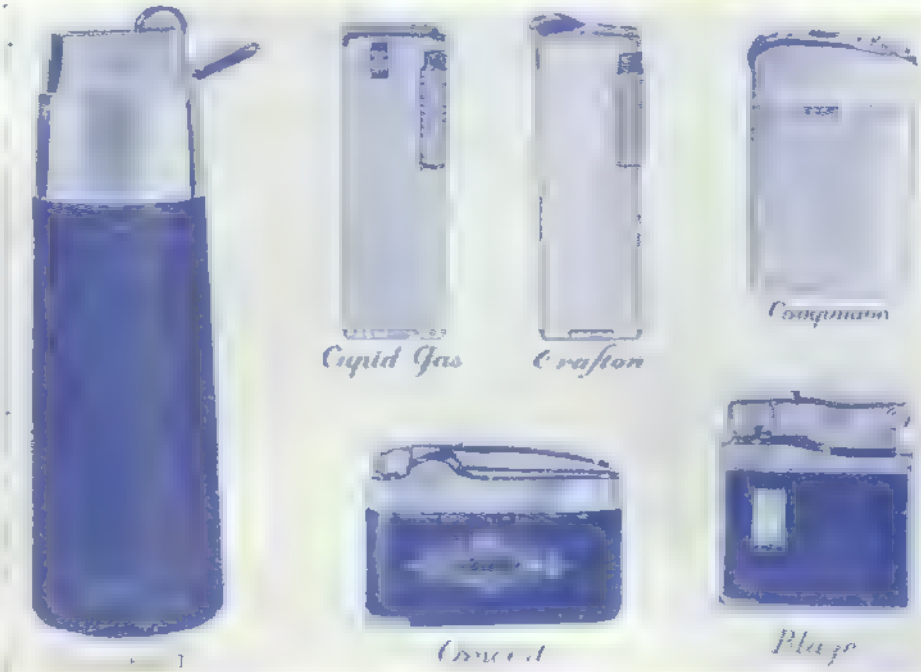

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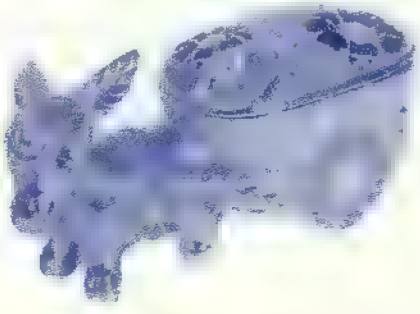

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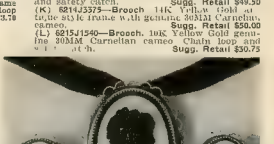

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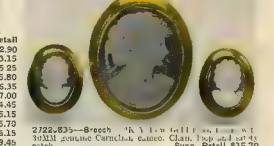
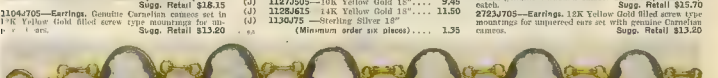
(D)	1119J275—10K Yellow Gold 16"	5.15
(D)	1120J305—10K Yellow Gold 18"	5.70
(H)	1126J330—14K White Gold 16"	6.15
(J)	1127J505—10K Yellow Gold 18"	9.45
(J)	1128J615—14K Yellow Gold 18"	11.50
(J)	1130J75—Sterling Silver 16" (Minimum order six pieces)	1.35



2722J835—**Brooch** 12K Yellow Gold filled frame with 30MM genuine Carnelian cameo. Chain loop and safety catch. Sugg. Retail $15.70

2723J705—**Earrings.** 12K Yellow Gold filled screw type mountings for unpierced ears set with genuine Carnelian cameos. Sugg. Retail $13.20



3065J1800—**Bracelet** 12K Yellow Gold filled bracelet with six genuine Carnelian cameos Sturdy spring ring catch and safety chain Sugg. Retail $30.00

Enchanting Originals in 14k Pendants

Diamond-Cultured Pearl
6286J3105
14K White Gold "revolving star" pendant with four sparkling diamonds; each model 05 ct., and lustrous Cultured Pearl. 15" chain.
Sugg. Retail $46.00

Diamond-Cultured Pearl
3364J1095
14K White Gold 15" chain and mounting with sparkling .015 ct. Diamond and lustrous Cultured Pearl.
Sugg. Retail $20.96

Diamond-Cultured Pearl
1365J1955
Lustrous Cultured Pearl and .01 ct. Full cut Diamond in 14K White Gold mounting. 15" chain.
Sugg. Retail $27.90

Cultured Pearl-Diamond
1366J4895
14K White Gold mountings—15" chain with lustrous Cultured Pearl and sparkling .015 ct. Diamond
Sugg. Retail $17.85

Cultured Pearl
1367J1156
Beautiful large 8½ MM lustrous Cultured Pearl set in 14K Yellow Gold cap. 15" chain.
Sugg. Retail $22.85

Cultured Pearl
6077J1075
14k White Gold pendant—Florentine finish. Black Cultured Pearl and .015 ct. Diamond. 15" chain
Sugg. Retail $21.46

Cultured Pearl
6144J1125
Lustrous Black 7MM Cultured Pearl pendant. 14K Yellow Gold with 15" neck chain
Sugg. Retail $22.50

Selected Cultured Pearls and Diamonds

ILLUSTRATIONS ACTUAL SIZE

Cultured Pearl-Diamond
6145J1465
Three Lustrous Cultured Pearls and three sparkling diamonds total weight .02 ct. 14K White Gold mounting and 15" chain.
Sugg. Retail $29.25

Cultured Pearl-Diamond
6145J4050
14K White Gold Diamond studded heart with three Cultured Pearl and ring. Diamonds and 1.02 ct. Diamond. 15" chain.
Sugg. Retail $81.00

Cultured Pearl-Diamond
6146J1845
Twin hearts in 14K White Gold with a cultured Cultured Pearl and three .01 ct. Diamonds. 15" chain.
Sugg. Retail $36.85

Cultured Pearl-Diamond
6149J4180
A lustrous Cultured Pearl, accented by six sparkling .02 ct. Diamonds 14K White Gold mounting and 15" chain.
Sugg. Retail $62.00

Cultured Pearl-Diamond
6147J1945
Beautiful star effect in 14K White Gold with lustrous Cultured Pearl and five sparkling .03 ct. Diamond. 15" chain.
Sugg. Retail $38.85

Cultured Pearl
1368J630
Lustrous Cultured Pearl mounted in 14K Yellow Gold with 15" chain.
Sugg. Retail $12.60

Cultured Pearl-Ruby
6150J1250
A pleasing genuine Ruby complements the lustrous Cultured Pearl in 14K Yellow Gold mounting with 15" chain
Sugg. Retail $18.50

Diamonds — Cultured Pearls

Cultured Pearl
1394J525
Lustrous Cultured Pearl shaped in 14K Yellow Gold 15" 14K Yellow Gold chain.
Retail $7.90

Cultured Pearl-Diamond
6151J1940
14K White Gold Florentine finish ring with Cultured Pearl enhanced by three .01 ct. Diamonds.
Retail $36.75

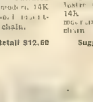
Cultured Pearl-Diamond
6341J2720
14K White Gold pendant. Cluster of three Cultured Pearl enhanced by three .01 ct. sparkling Diamonds. 15" chain
Retail $40.00

Cultured Pearl-Diamond
6342J4125 **Pendant**
14k White Gold Cultured Pearl ring star pendant supported by a .01 ct. sparkling Diamond. 15" chain.
Retail $22.50

6342J2175—**Earrings**
14K White Gold Cultured Pearl "see you star" earrings with Diamonds. Screw back mountings for unpierced ears.
Retail $43.50

Cultured Pearl
6345J1465
14k Yellow Gold pendant with lustrous 8MM Cultured Pearl. 15" chain.
Retail $16.50

Cultured Pearl-Diamond
6152J1840
Modern design in Florentine finish 14K White Gold with Cultured Pearl and three .03 ct. Diamonds. 15" chain.
Retail $36.75



Mabe Pearl-Diamond
6428J7505
14k White Gold pendant set with lustrous Cultured Mabe Pearl and .01 ct. Diamond. 18" chain.
Retail $50.00

SMOKY TOPAZ — GENUINE JADE — SYNTHETIC STONES

14K Y. G. Pendant
16" Rope chain
6527J4260
14K Yellow Gold Pendant set with Smoky Topaz Quartz
6535J2900
Syn. Aquamarine
6537J2750
Syn. Peridot
Retail **$46.00**

14K Y. G. Pendant
Florentine finish 14K pendant 16" chain
6529J2010 Genuine Jade
6530J2010 Synthetic Jade
Zircon
Retail **$40.00**

6534J5230—**Genuine Jade Earrings**
14K Yellow Gold earrings featuring genuine Oriental Jade set in an authentic Oriental theme of Florentine finish. Hand knotted by lustrous Cultured Pearls
Retail $32.95

6535J2130—14K Yellow Gold **matching pendant** with 15" chain.
Retail $37.95

Genuine Jade
6536J1995
14K Yellow Gold pendant generously styled featuring the fine genuine Oriental Jade. Florentine finish. 15" chain
Retail $35.45

Pendant
14K Yellow Gold pendant with 18" rope chain. 4-Prong mounting further enhances the oval stones.
6537J4275—Syn. Alexandrite
6538J2175—Syn. Ruby
Retail $43.50

Prices Do Not Include 10% Federal Excise Tax.

Latest Fashion Trends — Styled by Marvella

A fascinating collection of glamorous brooch, earring, necklace, and bracelet combinations. Highly styled in the latest modern trend. Gold color florentine and bright finish-enhanced with imitation jade, simulated pearls, and sparkling rhinestones. Truly fashion favorites. Beautifully gift boxed.

(A) 3177J675—Brooch and Earrings—Beautiful flower brooch and earrings in soft glow satin and bright Gold-Tone finish accented with simulated Pearls. Earrings have clip backs for unpierced ears.
Sugg. Retail $13.50

(B) 3178J375—Necklace Locket—Bright Gold-Tone finish locket enLaced with carved imitation Jade center surrounded by simulated Pearls 19" neck chain.
Sugg. Retail $7.50

(C) 3180J750—Brooch and Earrings—A beautiful green colored carved imitation Jade center surrounded by simulated Pearls make up this fashionable Brooch and Earring ensemble. Earrings have clip backs for unpierced ears.
Sugg. Retail $15.50

(D) 3179J750—Brooch and Earrings Sparkling rhinestones enhance this large superbly fashioned flower brooch and earring set in rich Gold-Tone florentine finish. Earrings have clip backs for unpierced ears.
Sugg. Retail $15.00

(E) 3181J940—Necklace and Bracelet—The latest fashion in simulated Pearls. Matching double strand (9MM) hand-knotted necklace and bracelet that can be worn separately as a bracelet and choker necklace or by joining together as a longer length necklace only.
Sugg. Retail $18.50

(F) 3182J1075—Necklace and Bracelet—Beautiful green colored carved imitation Jade clasps enhance this hand-knotted (8½MM) simulated Pearl necklace and bracelet combination. Can be worn as a bracelet and matching choker or by putting the two together you have a fashionable longer length necklace.
Sugg. Retail $21.50

(G) 3183J1500—Necklace and Bracelet—A lovely (8½MM) hand-knotted simulated Pearl necklace and bracelet ensemble, that can be worn as a bracelet and matching choker necklace or by joining together as a new longer length necklace only
Sugg. Retail $30.00

NOTICE—All prices quoted herein are either the Manufacturer's or Bennett's Suggested Retail prices and do not include the Federal Excise Tax. They are not the prices at which Bennett Brothers sell. **See Trade Information.**

When he relaxes, Jim Brunot creates. First Scrabble.® Now Scrabble Crossword Cubes.

Jim Brunot, the developer of Scrabble®, has come up with another winner. A faster version of a great seller. New Scrabble Crossword Cubes. An egg timer gives each player only three minutes to make words. Portable too. There are fourteen playing dice. No board. Faster Scrabble means faster sales for you. Stock up now.

Selchow & Righter Co.

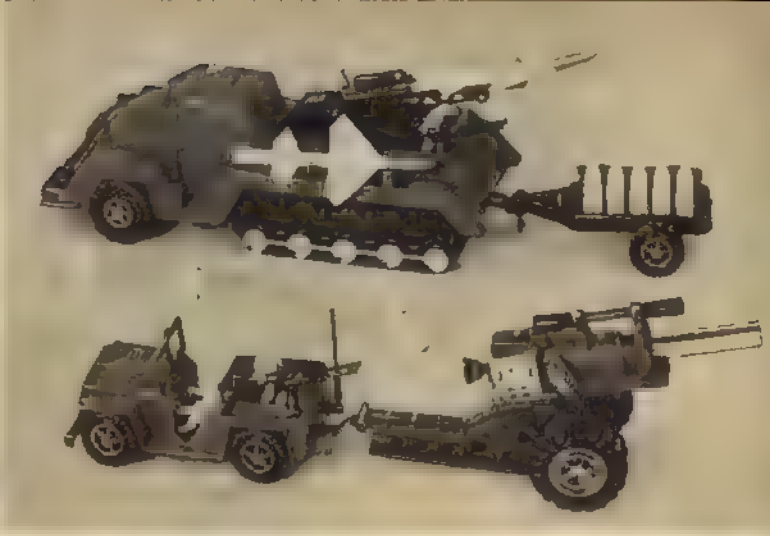
Bay Shore, New York

*MANUFACTURED BY SELCHOW AND RIGHTER CO. MADE IN U. S. A. FOR PRODUCTION AND MARKETING COMPANY

U.S. Air Force Globemaster $3.99

"Workhorse of the Air" . . huge 22-in. wingspan, 17 in. long rugged plastic and metal. Tanker along ground, door opens, ramp lets down to release a mighty display of military power. Rocket launcher fires 2 harmless rockets. Mobile Howitzer cannon shoots 6 plastic shells. Floodlight truck has movable "searchlight." Swiveling radar scanner. Military vehicle. 10 plastic men.

48 T 1320 MO—Ship. wt. 4 lbs. *Mailable.* **$3.99**



NEW! Johnny Seven ARMORED BATTALION $4.59

' . As the caissons go rolling along." It's an army on wheels equipped for both field fighting and modern atomic warfare. All pieces durable plastic. HALFTRACK (abt. 13 in. long) has a rocket launcher that fires rockets, can be elevated and rotated 180°; dummy gun rotates 360°. JEEP (abt. 6½ in. long) has a rotating twin-50mm dummy gun, adjustable windshield. HOWITZER (abt. 10 in. long) fires plastic shells, can be towed by halftrack or jeep. AMMUNITION TRAILER contains 5 cannon shells, 6 plastic fighting figures for added realism. *Mailable.*

48 T 1218 M—Ship. wt. 3 lbs. 4 oz. **$4.59**

Giant Atomic Army Tank $3.44

- **Fires harmless plastic missiles up to 20 feet to score a hit!**
- **If you can sight your target—you can hit it—gun turret swivels 360°**

Tank, equipped with 5 plastic shells, fires by pulling spring bolt lock action trigger. Tough khaki-colored plastic tank moves on 4 concealed wheels with rugged steel axles. Aluminum cannon about 17 in. long fits into swivel turret, can be taken off for storage. About 25½ in. long; with cannon attached about 33 in. long.

48 T 1530 M—Shipping weight 5 lbs. 4 oz. *Mailable.* **$3.44**

30 Miniature Toys $1.88

Big set includes colorful replicas of all kinds Army tanks, trucks, cannons, cars, tractors, planes. Moving wheels and parts. Enameled die-cast metal, each about 2 in. long.

48 T 1375—Ship. wt. 1 lb. 8 oz. ... Set **$1.88**

MILITARY JEEP UNIVERSAL. All field generals need a rugged staff car. Sturdy jeep by Tonka has all steel olive drab body, rubber tires. Windshield lowers. "Steering wheel, seats, cargo space. Abt. 10½ in.

48 T 1349—Ship. wt. 1 lb. 12 oz. **$1.69**

Jeep
$1.69

Tootsietoys
Your Choice 74¢ each

$10.85

Mammoth Dump Truck Over 2 Feet Long

Big enough and strong enough to hold almost anything that a youngster could lift into it. Action features will please young mechanics: steering wheel actually turns front wheels; hood lifts up to expose motor; body raises and locks in dump position; windshield lowers. Spare tire, gear shift lever, seat, large wheels, metal axles. High quality rugged polyethylene plastic in bright colors. Abt. 27x10½x13 in. high. *Mail.*

48 T 1564 MO—Ship. wt. 9 lbs. 12 oz. **$10.95**

(E) TO (K) Die-cast metal bodies are practically unbreakable; colorful finishes; many moving parts; realistic detailing. About 7 to 9 in. long. Ship. wt. 8 oz. each.

(E) 48 T 1570—TRACTOR, HARROW. **74¢**

(F) 48 T 1569—HOOK AND LADDER with adjustable ladder. ..... **74¢**

(G) 48 T 1567—MOBIL OIL TANKER. **74¢**

(H) 48 T 1566—CAR CARRIER, PLASTIC TRAILER with unloading ramp **74¢**

(I) 48 T 1568—SCENICRUISER BUS **74¢**

(K) 48 T 1571—STATION WAGON, TRAILER. **74¢**

It's Amazing . . .
The E-X-P-A-N-D-I-N-G
PHANTOM RAIDER by Ideal

$8.99

Expands to almost 3 ft.

[1] Military Deception At Its Best! A "cruising" Freighter until the enemy threatens—then the Raider shifts to attack. Battle station bell sounds the ship expands to 33 in. Hidden deck section is revealed, giant hatch covers swing open automatically, bringing concealed armament into position. Missiles, 2 "anti guns" and rockets can be triggered into harmless trajectory. Radar antenna scans continuously. Shift lever positions at the stern for forward, reverse, stop, attack and close. 28½ in. in closed position. *Order 2 "D" cell batteries at left. Not a water toy.*

48 T 2915 M—Colorful plastic. Ship. wt. 5 lbs. . . . $8.99

[2]

$1.99

Only At Wards
AMPHIBIOUS JEEP with 14 Soldiers

[2] The All-Purpose Marine Vehicle. Rolls on land on heavy-treaded rubber tires; propeller with rudder guides jeep on water . . . can be used as a water toy. Realistically detailed plastic body in camouflage colors, forward reverse motion. About 9¼ in. long. 14-man attack-force included for "land" operations. *Uses two "C" cell batteries (not included, order below).*

48 T 9958—Jeep and 14 Figures. Ship. wt. 1 lb. . $1.99

Standard "D" and "C" Cell Batteries for items on these two pages. Heavy-duty for longer life, longer play.

48 T 2339 X—"D" Battery. Ship. wt. ea. 4 oz. Ea. 21¢; 4 for 79¢

48 T 2341 X—"C" Battery. Ship. wt. ea. 3 oz. Ea. 16¢; 4 for 59¢

[7] $9.75

BIG BRUISER by MARX

[7] SAVE $2.13 on Big Bruiser—Reduced From Last Year. Battery powered wrecker—realistic from its flashing red roof light to its safety-painted tail gate. 2 levers control forward/reverse action and operate electric winch, which has 15-lb. pulling power. Tows 15-in. damaged truck. Included are tools and spare parts for repairs. Order 4 *"D" cell batteries* above. Plastic. Abt. 25x10x8½ in. high. Ship. wt. 6 lbs.

244 WARDS SC

48 T 2801 M—*Available.* $9.75

YOUR CHOICE $2.88

[3] 727 Jet Plane

[4] Bristol Jet Bomber

[3] Colorful 727 Jet Plane. Motors make real jet noise. Lights flash in jet pods. Plane moves across floor forward or in circle. "Stop-Go" action. Metal body about 15½ in. long, wing-span 12 in. *Order 2 "D" cell batteries at left.*

48 T 2947—Ship. wt. 1 lb. 8 oz. $2.88

[4] Bristol Jet Attack Bomber. Pride of the British Royal Air Force. "Screaming jet" noise and red lighted jet exhausts. Colorful lithographed metal with RAF insignia. "Stop-go" action. *Order 2 "D" cell batteries at left.*

48T9975—Abt. 15 in. long. Wt. 1½ lbs. $2.88

Shop by Phone—See Pg. 362

[5] Military Police Car

[6] Air Jet Fighter

YOUR CHOICE 97¢

[5] Military Police Car with siren and flashing light. Forward, reverse motion. Lithographed metal, nickel-plated bumpers. *Order 2 "D" batteries at left.*

48 T 9912—Abt. 7 in. long. Wt. 8 oz. 97¢

[6] U.S. Air Force Jet Fighter. Engine screeches, lights up. Remote control forward, reverse action. Lithographed metal. *Order 2 "D" batteries at left.*

48 T 9918—6 in. long. Ship. wt. 8 oz. . . . 97¢

[8] Ambulance $3.88

[9] Thunderbird $2.88

[8] Remote Control Ambulance. Stretcher moves in, out, siren sounds. Forward/reverse, left/right. *Order 2 "D" batteries.*

48 T 9928—11 in. long. Wt. 1 lb. 11 oz. $3.88

[9] Remote Control Thunderbird. Top slips into trunk. Moves forward, reverse, right/left. Metal. *Order 2 "D" batteries.*

48 T 2844—11 in. long. Wt. 1 lb. 8 oz. $2.88

Want a fast, sporty outboard... one that can take it or dish it out, drives like your family car and thinks oil is for sun tan?

This is it!
The carefree new 40 (a Sea-Horse, of course!)

Johnson 40's have always been very popular, high performance engines. But this year's 40 has still more get up, still more go. It has an increased compression ratio. An improved fuel induction system. Crack the throttle—and the wind blurs your eyes.

You have a choice of three new 40's. Manual starting. Electric starting. Exclusive Electramatic Drive—shifts for itself. For faster hot weather starts, each has the new high-capacity fuel pump that eliminates vapor lock. It's on all engines, 5 hp—40 hp.

17 new models in 10 power classes—90, 75, 60, 40, 33, 18, 9½, 6, 5 and 3 hp.

None use expensive marine fuels or oils. All use a 50-to-1 gas-oil mix to halve oil costs and stretch engine life.

How carefree can an outboard be? As carefree as your car! Every Johnson has a moisture-proof electrical system, likes salt water and is backed by a *2-year* warranty.* For the right engine to fit your needs see your Johnson dealer. He's in the Yellow Pages. Johnson Motors, 1948 Pershing Rd., Waukegan, Ill. Div. Outboard Marine Corp. In Canada: Johnson Motors, Peterborough, Ont.

*For 24 months after purchase, Johnson will replace, without cost to the original purchaser, any part of its manufacture which upon inspection proves to have failed in normal use due to faulty material or workmanship.

Another carefree Johnson... first in dependability

Year 'Round Best Sellers!

KAY AN EE

17 MODELS...priced from $2.98 to $19.98

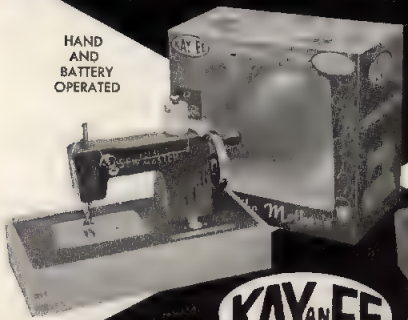
SEWMASTER
Sewing Machines for Children

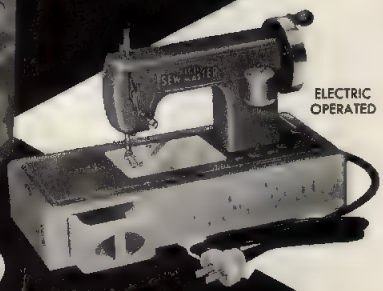
Including ...
- Battery Operated with Automatic Clutch for Hand Operation.
- Electric Operated 110 Volts, A.C.

SPECIAL KAYonEE FEATURES
- Extension Tables
- Built-in Drawers
- Protective Presser Foot.

The ONLY fully guaranteed Sewing Machine Line with Complete Safety Features.

HAND AND BATTERY OPERATED





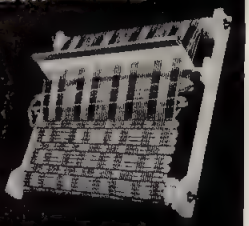
ELECTRIC OPERATED

KAY AN EE

WEAVING LOOMS

PRACTICAL ... USEFUL ... EDUCATIONAL

Authentic reproductions of professional models. Has 2 filled shuttles with assorted color threads to weave ties, scarves, doilies, etc. ... in assorted widths. Comb automatically controlled by single lever. Completely assembled. Simple instructions.



KAY AN EE

Complete lines on display in Room 606

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"RAGGEDY ANN & ANDY" DOLLS

-and now for 1965...

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at knickerbocker

JOY OF A TOY

© Myrtle Gruelle, 1945-1963

Build new lift bridges . . build a traveling crane or an observation tower that features running elevators—and then you operate them

Kenner's New Girder-Matic Motorized Building Sets

Watch these battery-operated, moving structures "spring to life" by exciting remote control . . all sets can be added to HO and O gauge train layouts

687 pc set $9.88 without batteries

1206 pc set $14.99 without batteries

1206-pc. Special Girder-Matic and Bridge and Turnpike Set. Traveling cranes swivel and pick up loads. Follow soaring elevators as they rise up an observation tower. Bridges raise, lower, swivel or move back and forth. Ferris wheel, carousel and airplane swing add excitement. Sink an oil well or set up a mining operation . . you get endless belts, bucket and hook conveyors. All start, stop and reverse. Girders, beams and braces snap together. Order 4 "D" batteries below.

Bridge and turnpike set features HO scale plastic roads, toll houses, signs, light poles and traffic signals plus 18 foot plastic road. Boats and cars not included.

79 N 1932C—Shipping weight 6 pounds . . . . . Set $14.99
49 N 1943—687-pc. Girder-Matic. Order 4 "D" batteries. Wt. 3 lbs. 8 oz. Set 9.88
49 N 1919—374 pc. Bridge and Turnpike. Shipping weight 2 pounds . . . . Set 3.99
49 N 4660 -"D" Battery. Shipping weight each 4 ounces . . . . . Each 16c, 4 for 60c

Cars zoom around Kenner's SKY RAIL

$9.88 and $14.44 without batteries

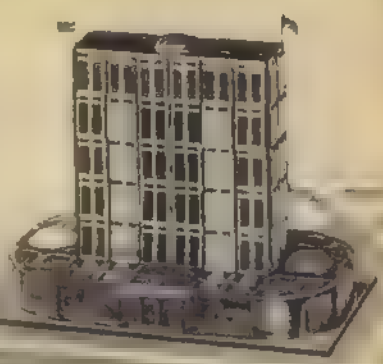
Watch a Sky Car streak in and out of buildings, whiz around curves and climb slopes. Operated by remote control, car goes forward or reverse. Turn headlights on for night trips. Plastic girders, panels, insulated steel sky rail sections snap together without tools.

Double Car Set. Includes 2 cars with control boxes and 18 feet of sky rail track. 753 pieces in all. Order 4 "D" batteries above.
79 N 1958C—Shipping weight 8 pounds . . . Set $14.44

Single Car Set. One car with control box, girder and panel set, 9 feet of sky rail track. Same materials as above, but 481 pieces. Order 2 "D" batteries.
79 N 1965C—Shipping weight 5 pounds . . . Set $9.88

Kenner's Motorized Bridge, Turnpike

675 pc. set $10.44 without batteries



Drawbridge raises to let boats chug through then lowers to let cars scoot across. Elevators discharge passengers in nearby building. Power operated by a geared motor you control. Girders, braces and beams all snap together. High-impact plastic panels and roadways. Pulleys, elevator cab plus other mechanized parts. Order 2 "C" batteries below. Plans and instr. Boat, cars not incl.
79 N 1933C—Shipping weight 8 pounds . . . Set $10.44

"C" Battery. Shipping weight each 2 ounces.
79 N 4665. . . . . Each 16c; 4 for 60c

242-pc. Panel Building Set only. Complete with two 5x16-inch pressed wood bases for a firm foundation.
49 N 1918—Shipping wt. 2 lbs. 10 oz. . . . . Set $3.99

Build any one of these 5 ERECTOR motorized construction models you guide by REMOTE CONTROL

Battery-run 5-in-1 Set

$11.99 without batteries

Build and boss these rugged working model rigs. Run each by remote control switch that starts, stops, reverses the battery operated Powermatic motor with 3 power takeoffs. Booms on the excavator and mobile crane hoist and lower. Dump truck runs forward, backward; hand gear operates dump body. Bulldozer moves on its own rubber tracks. Road roller has chain and gear drive. 150 pieces, black and yellow steel, durable plastic, accessories. Order 2 "D" batteries (79N466) on facing page.

79 N 1915C—Wt. 6 lbs. Set $11.99

Road Construction Set . . all manually operated

Assemble any of 5 models shown $5.88 Set

Tackle toughest jobs with any of 5 specialized rigs. Easily assembled nut and bolt construction, each up to 12 in. long. Over 100 pieces . . plastic, steel in black and yellow, wheels, treads, needed accessories.

49 N 1931—Shipping weight 4 pounds.....Set $5.88

Mighty Military Vehicle Set . . treads and turrets move

Build and rebuild any of 5 models shown $5.88 Set

Right from the armored columns . . each vehicle hand operates and has movable parts. Models, each up to 12 inches long, go together quickly with nut and bolt construction. Set includes rolling wheels, treads, revolving machine gun and gun turret. Over 100 parts, steel and plastic, in olive drab and silver colors. Army insignia stickers included.

49 N 1930—Shipping weight 4 lbs. 10 oz.....Set $5.88

Cinderella

Watch and Camera Set

Flipper®

Barbie®

Bugs Bunny®

Yogi Bear

For Boys and Girls

Watches on this page are shock-resistant, anti-magnetic; have unbreakable mainspring. Shown about actual size.

1 Cinderella Set. 5-inch ceramic figurine and Timex watch . . chrome-plated metal case, stainless steel back; pink leather strap. Postpaid (Shpg. wt. 4 oz.)
4N 1996 ..... $6.95

2 Astro Pilot watch shipped in a plastic "rocket". Waterproof**; 24-hour black dial; luminous hands, numerals, sweep hand. Guaranteed* Swiss movement. Chrome plated metal case, steel back; red blue nylon strap.
Shipping weight 4 oz.
4N 1726 ..... $9.99

3 Mickey Mouse Set. 5-inch ceramic figure and Timex watch. Chrome-plated metal case, stainless steel back, bright red leather strap. Postpaid (Shipping wt. 4 oz.).
4N 1994 ..... $6.95

4 Time Teacher . . child learns to tell time through color-identification. Chrome-plated metal case and expansion band. Instructions are included.
Shipping weight 4 oz.
4N 1981 ..... $7.95

(5) (6) Camera Set . . easy-to-use camera, 1 roll of black-and-white film and a guaranteed* watch. Yellow gold-color metal watch-case; base-metal back. Swiss movement inside. Sweep second hand.

5 Boy's has expansion band . . yellow gold-color metal top caps, luminous hands, markers.
Shipping weight 10 oz.
4N 1909 ..... $9.99

6 Girl's has trim black leather strap. Luminous hands and numbers.
Shipping weight 10 oz.
4N 1910 ..... $9.99

(7) (8) (9) Barbie® Styles her favorite [illegible] is featured on the dial. Yellow gold-color metal case, smarty, rimmed in color . . there's a precise Swiss movement inside.

7 Versatile Pendant to wear as a neck ace or tote as pocket watch . . 16-inch matching metal chain. Detaches. Light blue rim.
4N 1903 Shipping weight 4 ounces. $8.95

8 Classic Barbie Watch.. ba[illegible]e leather
4N 1996 [illegible] band
4N 1997 [illegible]
4N 1998—White rim and black band
Shipping weight 4 ounces $8.95

9 Barbie and Ken Heartbeat Watch . . a tiny heart "ticks" each second. Light blue rim to match the leather strap. Sweep hand.
4N 1899 Shipping weight 4 ounces $9.44

10 Flipper®, as seen on TV. Frisky porpoise enlivens black watch dial . . he's luminous, as are hands and [illegible]. Sweep hand. Swiss movement. Chrome plated metal case and expansion band.
4N 1999—Shipping weight 4 ounces $7.95

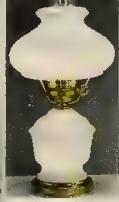
11 Bugs Bunny© Watch features Warner Pictures' [illegible] popular cartoon character with "carrots" for hands, a [illegible] design, chrome-plated metal case, stainless steel back, [illegible] strap. Guaranteed*
4N 1736 Shipping weight 4 ounces $6.95

12 Yogi Bear® . . loveable little fellow on this watch face makes time-telling fun for the beginner. Numbered dial. Swiss movement. Chrome plated metal case and expansion band.
4N 1934 Shipping weight 4 ounces . . $7.95

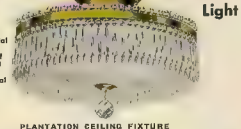
**WATERPROOF as long as crystal, case and back remain intact.

*GUARANTEED one year from date of sale against defects in materials or workmanship of parts in movement or return watch for free repair.

Early American
9711EF1797 Early American Pin Down Lamp. Antiqued Solid cast metal base with the classical beauty of Hobnail Milk Glass. Metal parts finished in Rock Slag. wt. 10 lbs. **F.O.B. New York Factory**
Sugg. Retail $26.95



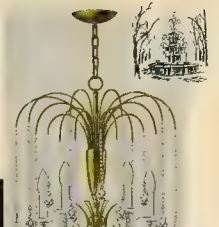
Chimney Lamp
9712EF845 Early American table lamp. Charming milk White glass chimney. Decorative Brass trim. Classical chimney and cresset are cast complete with tie in base. Height 17½" Ship. wt. 12 lbs **F.O.B. III. Factory. Mailable**
Sugg. Retail $11.50



Classic Beauty Practical Light

Glittering crystal to create an atmosphere of elegance and charm, a dramatic focal point in any setting.

PLANTATION CEILING FIXTURE
9205EE1060 A superb crystal fixture. Satin etched frost glass with floral pattern surrounded by a profuse prismatic gallery. 15" suspension with a body height of 7½". Ship. wt. 8 lbs. **Sugg. Retail $15.65**



FIVE LITE CASCADE
9206EE4865 Cascade is as refreshing as a sudden woodland spring, breaking into a million tiny fragments of light. Polished Brass finish, imported crystal prisms and bobaches forever please with fire and sparkle. Glittering crystal beads complete the picture of elegance. 5 candelabra sockets. 50" Drop, 26" body ht., Length 42" max. Ship. wt. 12 lbs
Sugg. Retail $72.00

THREE LITE CASCADE
9207EE2875 Cascade same as above but with 3 candelabra sockets. Ship wt. 8 lbs. **Sugg. Retail $42.55**

Boudoir Pair
9267EE1028—Bases are pure White with glass and polished Brass trim. 2" White backing and base are shoulder. White removable shades. Candelabra Lamps are 16½" tall. Ship. wt. 7 lbs.
Sugg. Retail Pr $18.95

Hobnail Colonial
9268EE630 Tall table lamp in White cabinet milk glass with polished Brass trim. 6" dia. shade 13" high. Ship wt. 6 lbs.
Retail $19.50
9269EE630 Matching Pin-Up Lamp for above. Ship. wt. 4 lbs.
Sugg. Retail $10.50

Hobnail Pole Lamp
9706EF3463 Three 8" shade crystal Hobnail milk glass canopy shades beautifully accented by the small crystal beads and pendant brass finish pole and fittings. Lamp illustrated is complete with 3 No. 9 pear shape bulbs. Height 93" Ship. wt. 21 lbs **F.O.B. New York Factory.**
Sugg. Retail $51.95

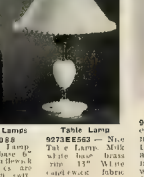
Crackled China Pitcher and Bowl
9270EE767 Shade 13". White oyster, prune. Removable and washable. White or Pink sweetheart head. **Specify Color.** Ship. wt. 6 lbs. Ht. 15".
Sugg. Retail $11.50

Polished Brass Ceiling Fixture
9671EF1435 — 10" bobnail milk glass globe, with crimped top. Matching fem. 3 way sockets. Drops from ceiling 32". Ship. wt. 8 lbs. **F.O.B. New York Factory.**
Sugg. Retail $21.50

Hobnail Pole Lamp
9730EF3463 Three 8" shade crystal Hobnail milk glass canopy shades beautifully accented by the small crystal beads and pendant brass finish pole and fittings. Lamp illustrated is complete with 3 No. 9 pear shape bulbs. Height 93" Ship. wt. 21 lbs **F.O.B. New York Factory.**
Sugg. Retail $51.95

Hobnail Tree Lamp
9731EF3339 Three crimped top bobnail milk glass chimney shades 8" with 7" bases. Pastel brass finish base and fittings enhance the charm of milk glass lights and visually controlled by 3 way push switch. Height 64" Ship. wt. 25 lbs **F.O.B. New York Factory.**
Sugg. Retail $48.95

Vanity Lamps
9271EE750 Pair of Vanity Lamps. 10" shade in White sunflower fabric. Milk glass shade and base trim. Height 16" Ship. wt. 4½ lbs.
Ret. $10.00 pr.



Twin Bed Lamps
9272EE1088 Twin Bed Lamp. Milk glass base 6" White sunflower fabric shades are removable for washing. Height 18" Ship. wt. 6½ lbs.
Sugg. Ret. $14.50

Table Lamp
9273EE62 — Nice Table Lamp. Milk white base brass trim. 16" White sunflower fabric shade. Height 28" Ship. wt. 5½ lbs.
Sugg. Ret. $7.50

Early American Tree Lamp
9713EF3663 This classic beauty of Hobnail Milk Glass in three 7" Astral Shades and fonts. Fine polished brass base. 3-way switch. Ship wt. 25 lbs **F.O.B. New York Factory.**
Sugg. Retail $54.95

Early American Pole Lamp
9714EF3797 Polished brass pole lamp with center arm and 3 reading lamps adjustable 7" in base to milk glass shades and fonts. Matching fonts 3 way socket. Ship wt 20 lbs **F.O.B. New York Factory.**
Sugg. Retail $56.95

Bennett Brothers Inc. for decorative lamps to enhance any setting. Functional beauty beyond compare.

Chain-O-Lite
9727EF2625 10" red and **Amber** or **Smoke** color glass ball in a triangle panel cut pattern. Furnished with 15' of covered brass chain. 20" 18 ga. 2 brass hooks for chain and canopy and one Floor peak button swivel. Ship. wt. 13 lbs. **F.O.B. Illinois Factory Specitys.**
Retail $35 00

Crystal Hurricane Lamps
9265EE2527—White imported Italian marble base with brass trim, colored and polished crystals. 24 2" lacy cut and polished beads per lamp. Cushion plate over Base. Perfect for rec and ten 25 watt tubular bulbs. Ship. wt. 8 lbs.
Malliable **Sugg. Retail pair $37 95**

9717EF2357—Pull Down Ceiling Fixture. 14" rustic silver Antique Wash finish **Specity Color.** Hand painted gold laurel leaf decoration. Font to match. 3-way socket. 3½" x 10¾" frosted chimney. Ship. wt. 6 lbs. **F.O.B. New York Factory.**
Sugg. Retail $32 95

9718EF1597 Early American Ceiling Fixture with Astra bands of 10" spatter glass in Amber Font to match. Polished brass finish. Adds true touch of early Americana to a room. Ship wt 8 lbs. **F.O.B. New York Factory.**
Sugg. Retail $23 95

Hurricane Lamps
9208EE2327—Beautiful 18" high hurricane lamps. Imported and domestic hand cut and polished crystal. Eight 8" imported hand cut polished prisms on each lamp. 6 ft white U.L. approved cord set, turn knob socket. 8" glass chimney. Ship. wt. 9 lbs.
Sugg. Retail pair $34.95

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9719EF1718 Antique Brass "Oil Lamp." A period reproduction. Base of solid brass with antique finish, lacquered to prevent tarnishing. Hand blown 10" Amber or White glass shade in quilt design. Frosted glass chimney. 3-way, holding 21" high. Ship. wt 10 lbs **F.O.B. Ohio Factory.**
Sugg. Retail $28 50

Antique Brass Pin-up Lamp
8728EF743—Authentic reproduction. Solid brass with antique finish. Lacquered to prevent tarnishing. Hand blown 6" glass shade in quilt design available in Amber or White. **Specify color.** Height 9½" to 9 lbs **Malliable F.O.B. Ohio Factory.**
Sugg Retail $12.50

Picture Window Table Lamp

9720EF3997 Early American style, 14" crimped top Astral shade, 10" fitter, 27" high. Decorated white dogwood on sunset tinted opal glass. Metal parts are Antique polished brass. With base lite. Ship wt. 14 lbs **F.O.B. New York Factory.** **Sugg. Retail $89.95**

Provincial Table Lamp
9210EE1593 — Imported handcrafted Venetian glass in diamond optic pattern with fleur vase classic column and base in French gilt finish. Height 27". Shade of rubby fabric on transit cut parchment 16" x 7" x 12". Ship wt 15 lbs.
Sugg. Retail $23.95

3 Lite Pole Lamp
9721EF4463 Floor to ceiling pole lamp. Astral shades of 7" quilted glass in amber. Satin Finish Wood 'n Brass. Polished brass and metal parts. 3 way socket. **Extends to fit 9 ft. ceiling.** Early American style. Very stylish addition to a room. Ship. wt. 18 lbs. **F.O.B. New York Factory.**
Sugg. Retail $66.95

3 Lite Tree
9722EF4130 Astral shades of 7" quilted glass in amber. Satin Finish Wood 'n Brass. Polished brass and metal parts. 3 way socket. **Extends to fit 9 ft. ceiling.** Early American style. Very stylish addition to a room. Ship. wt. 18 lbs. **F.O.B. New York Factory.**
Sugg. Retail $61.95

Cathedral Pole Lamp
9729EF5700 Tall trio any or combination of 3 shades in 3 colors of glass in design 2 Amber color glass shades at center with gracefully designed metal shade holders in satin brass matching pole. Fitter with imported brass 3 way socket. Height 28 lbs **F.O.B. Illinois Factory Retail $76.00**
8507EF2925—Walnut grain finish table lamp above. Ship wt 7 lbs. **F.O.B. Illinois Factory.**
Sugg. Retail $16.95

Oil Font Lamp
9209EE1133—Imported Italian hand-blown oil font lamp in black and brass mounting 28" high. Shade is 12" x 15" x 16", fabric over translucent parchment. Ship. wt 13 lbs.
Sugg. Retail $17.00

MILK WHITE HOBNAIL GLASS FIXTURES

CHANDELIER

9274EE1865—Beautiful 5 light chandelier with milk white hobnail glass shades and polished brass candelabra base. Drops 25" from ceiling. 22" Diameter. 15" from base of lamp to shade. Five 75 watt sockets.

WALL LAMP

9275EE395—Handsome polished brass fixture with milk white hobnail glass shade 8½" high with an extension of 8". 75 watt socket.

Retail $5.85

CEILING LAMP

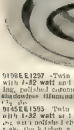
9278EE465—Smartly styled polished brass ceiling fixture with milk white hobnail glass shade. Drops 9" from ceiling surface. 8" in Diameter. One 75 watt socket.

Retail $6.90

Wall Lantern

9197EE650—Deluxe rope style solid brass lantern in Satin Black or White with polished brass trim. Adds dignity and gracious-ness to the outside of your home. Polished plate glass panels with iron, beveled edges. Size 7" wide and 12⅜" high. Extends 6 inches. Takes 1-75W lamp. Permanently weather resistant. **Specify color.** Ship. wt. 5½ lbs.

Retail $9.45



9198EE1297—Twin Fluorescent Ceiling fixture with 1-32 watt and 1-22 watt lamp. Lustre finished, polished bronze trim. Easy on the eyes with shadowless illumination. 12" Diameter.

Retail $16.45

9145EE1595—Twin Fluorescent Ceiling fixture with 1-32 watt and 1-40 watt lamp. Lustre finished, with polished chrome finish. A fixture that will please the kitchen modern. Size 15" wide and 7½" high. 12" Diameter. Ship. wt. 8½ lbs. Retail $23.90

Recessed Incandescent Fixture

9231EF835—Provided recess unit with drop oval diffuser. Housing size 10" square. Frame size: 11¾" square. Box 4¾" deep. Takes 1-150W lamp. Ship. wt. 9 lbs.

9232EF715—Same as above except slim. Housing size 9⅛" Frame size 9¾" square. Takes 1-100W lamp. Ship. wt. 7 lbs. Retail $10.60

Outdoor Lantern

9157EE380—Wall lantern with satin black finish and polished brass trim. Satin frosted panels. Plastic numerals included 7¾" wide, 8¼" high. Extends 5½". For 75 watt lamp. Ship. wt. 2¼ lbs.

Retail $5.65

Outdoor Lantern

9167EF555—Wall lantern in Satin Black finish with polished brass trim. Let your entranceway be attractive and safer with this stylish and elegant lantern. Clear crystal glass. 7½" wide and 8¼" high for 75 watt lamp. Extends 9". Ships wt. 3 lbs.

Retail $8.20

Ceiling Lantern

9179EE360—Satin Black ceiling lantern with polished glass. Splendid choice for under eaves, entrances or low ceiling room. Very appealing design for plenty of light. 9¼" Square and 3½" high, for 2—60 watt lamps. Ship. wt. 3 lbs.

Retail $6.35

Post Lantern

9198EE795—A smart looking sentinel for your house. Satin Black finish with polished brass trim. Ribbed White glass. Size: 13¼" wide and 12¼" high. Fits 3" diameter post. Takes 1-150W lamp. Permanently weather resistant. Ship. wt. 15 lbs.

Retail $11.15

9200EE600—Solid aluminum post in Satin Black finish. Post is 3" in diameter. Height is 7 feet 1½" crossarm. Ship. wt. 9¼ lbs.

Retail $8.90

Post and Lantern

9182EE1045—Post and Lantern combination with Satin Black finish and polished brass trim. Brightens up the dark with a Landsome imposing post and antern of lifetime construction Lantern is 7½" wide and 15½" high, for 100 watt lamp. Post is 2" in diameter and 7' high. Crossarm is 24". Ship. wt. 10 lbs.

Retail $15.45

Functional Lighting

Prompt Shipments from F.O.B. Points as Listed.

Unique styling combining glamour with decoration to add appeal to modern, contemporary or traditional furnishings.

Decorative Lighting

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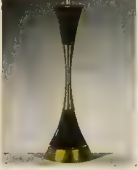
After Stick Table Lamp
9258EE1643 -The traditional beauty of the After Stick Metal Lamp Base finished in Antique Brass with White Candle. 17" mottled Antique Gold Full shade. Lamp is 41" high. Three way switch. Ship. wt approx. 14 lbs.
Sugg. Retail $21.95

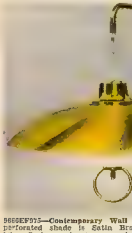
Brass Piano or Desk Lamp
9724EF1060—A gleaming solid, polished brass base the beauty of which is emphasized by the 11" polished brass shades. Heavily weighted and felted base. Lacquered to prevent tarnishing. Swivels right or left, adjusts from 16" to 21" high. Ship wt 7 lbs. **Mailable. F.O B. Ohio Factory.**
Sugg. Retail $17.95



Solid Walnut and Brass Table Lamp
9259EE1912—A fresh design of Contemporary inner Splendid solid walnut adorning Satin base mounting and center section 17" high shade of Oatmeal Linen laminated over translucent vinyl. 36" high overall. Ship. wt. approx 14 lbs.
Sugg. Retail $25.50

Adjustable Desk or Piano Lamp
9552EF968 Beauty plus functional flexibility combine to make this a most useful lamp A strikingly attractive polished, solid brass brass topped with an 11" white fabric over parchment shade trimmed with brass. Base is heavily weighted Upper section of lamp is easily adjusted to high or low position Height 18"-25" Ship wt 7 lbs **Mailable F.O.B. Ohio Factory. Sugg. Retail $15 95**

Antique Gold Table Lamp
9260EE2727 Tasteful styling designed for functional beauty All white metal lamp parts with Antique Roger gold plate, Carefully lacquered to prevent tarnishing Base is fluted 20" Princess drum shade with and sewn and guaranteed washable. Shade are gold cross cross trim. 3-way socket Overall, Ht 37", Ship. wt 15 lbs
Sugg. Retail $40.58



9660EF975—Contemporary Wall Lamp, 19" heavy steel metal perforated shade is Satin Brass finish with polished Brass trim. 3-piece extension arm in polished Brass. Extends 27". Uses two 60 watt bulbs. 10 ft. of insulated cord with counter balance weight, complete with rubber bumpers. Switch in pull-down finial **Mailable**, Ship wt. 10 lbs. **F.O.B. Ill. Factory.**
Retail $13.5.

Aladdin Table Lamp with Nite Lite
9725EF2468 Base finished in Antique bronze or a set wood polished 14" Shade of beige Aeroprint fabric on Transolite Nite lite center lyd by base switch. Overall Ht. 25". Ship wt. 12 lbs **F.O.B New York Factory.**
Sugg. Retail $36.95

Attractively styled over shaped shades are in a walnut grain finish or a brass oxeated design. 13 lished brass finish. Specify Finish.
(B) **9261EE1295—Pin-Up Lamp.** Swivel action shade Wt 5 lbs
Retail $3.95
(C) **9262EE925—Scissor Lamp.** Has swivel action shade Wt 5 lbs.
Retail $6.95
(D) **9263EE1275—Twin Lamp.** 3-way switch. Ht 10" Wt 8 lbs
Retail $8.50
(E) **9264EF443 — Single Desk Lamp** Has a in base Ht. 10"
Retail $3.95

3688EF1118—Table Lamp. Polished solid Brass base. Heavily weighted, 15" shade is White textured fabric on parchment. 3-way lighting. H 29" Ship wt. 9 lbs. **F.O.B. Ohio Factory.**
Retail $18.50

8658EF1103—Table Lamp. Solid satin Brass base with genuine walnut column. 14" shade is Beige fabric over parchment. 3-way lighting. H 31". Ship wt. 9 lbs. **F.O.B. Ohio Factory.**
Retail $19.95

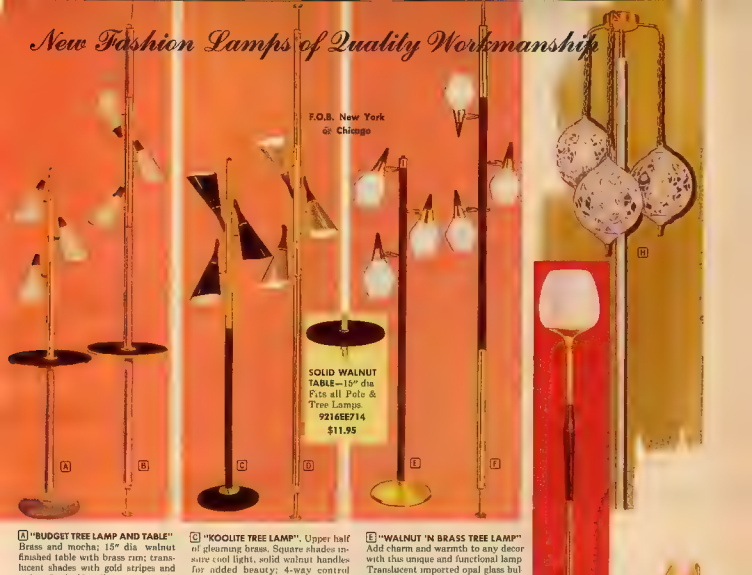
Early American Wall Lamp
9726EF1275—An authentic reproduction of the old fashion kerosene lamp. The entire lamp is in highly polished brass plate. Lacquered to prevent tarnishing. Complete with 6" glass chimney. 3-way socket. Extends 45" from wall. Ships wt 7 lbs **Mailable. F.O.B. Illinois Factory.**
Sugg. Retail $18.95

9636EF1305—Coach Light Table Lamp. Base is polished solid Brass with Beveled plate glass panes. 24" Antique Gold parchment shade 3-way Lighter. H. 27" Ship. wt. 9 lbs. **F.O.B. Ohio Factory.**
Retail $21.76

9697EF1193 — Colonial Student Lamp. Polished Brass finish. 9" metal shade has Filigree trim. Frosted glass chimney. 2-way lighting. H. 21" Ship. wt. 7 lbs. **F.O.B. Ohio Factory. Ret. $19.95**

New Fashion Lamps of Quality Workmanship

F.O.B. New York & Chicago



SOLID WALNUT TABLE—15" dia Fits all Pole & Tree Lamps
9216EE714
$11.95

A "BUDGET TREE LAMP AND TABLE". Brass and mocha; 15" dia walnut finished table with brass rim; translucent shades with gold stripes and walnut finished handles. 4-way switch; 62" high. Shpg. wt.: 14 lbs.

9217EE1193 . . . . . **$19.95**

B "BUDGET POLE LAMP AND TABLE". 24" brass center with mocha ends, walnut finished table with brass rim, translucent shades with gold stripes and walnut finished handles. 4-way switch, adjusts 7'8" to 8'6". Shpg. wt.: 9 lbs. **Mailable.**

9218EE1193 . . . . . **$19.95**

C "KOOLITE TREE LAMP". Upper half of gleaming brass. Square shades insure cool light, solid walnut handles for added beauty; 4-way control switch, 62" high. Shpg. wt. 13 lbs. **Mailable.** Colors Black or Mocha

9223EE1256 Black **$20.95**
9224EE1256 Mocha **$20.95**

D "KOOLITE POLE LAMP". Square shade design for cooler lighting. Polished brass center section; 4-way controlled lighting, conveniently adjusts from 7'6" to 8'6" Shpg. wt.: 10 lbs. **Mailable.** Colors Black or Mocha

9225EE1256 Black **$20.95**
9226EE1256 Mocha **$20.95**

E "WALNUT 'N BRASS TREE LAMP" Add charm and warmth to any decor with this unique and functional lamp Translucent imported opal glass bulletts, simulated walnut with brass base, 4 way control lighting for perfect vision, overall size stands 62" high Shpg wt : 17 lbs

9219EE2181 . . . . . **$34.95**

F "WALNUT 'N BRASS POLE LAMP". Superb blend of fine materials! Translucent opal glass shades combined with genuine walnut handles; polished brass top and bottom with simulated walnut center, adjusts 7'6" to 8'6"; 4-way switch Shpg wt.: 14 lbs

9220EE2181 . . . . . **$34.95**

G "TORCHIER LAMP". Styled Designer Elegance Single light with 3-way socket and switch (50 200 250 watts), imported white Bristol glass shade with Sculptured Brass and Walnut trim 66" high Shpg wt 20 lbs.

9241EE2211 . . . . . **$36.95**

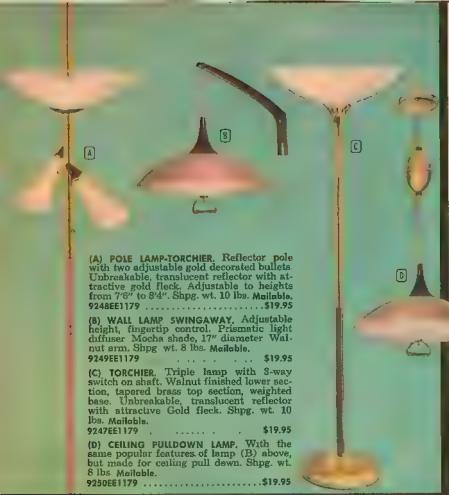
H "ROMA". As elegant as the Italian village whose influence created this glamorous design Rich scroll spheres are 12" in dia fitted with white cylinders to diffuse and soften the lighting effect. Chains are adjustable for staggered hanging, single control switch for choice of lights Finished in antique with gold brush highlights Adjusts from 7'2" to 9'9" Shpg wt 20 lbs

9240EE2170 . . . . . **$52.95**

J AMBER "OPTIC GLASS" TREE. A Designer Lamp Dramatically styled Swivel mounted Amber colored Glass Shades with optic ribs, hand finished perforated metal diffusers. Top half of tree finished in simulated walnut—bottom half in brass, 4 way control switch. 62" high. Wt. 17 lbs.

9257EE2350 . . . . . **$39.95**

DESK-O-LETTES — HIGH INTENSITY Lamps. Shadow-free, PURE WHITE light from a miniature COMPACT lamp. Truly transportable. Used by Hobbyists, Jewelers, Draftsmen, Accountants, Artists, etc. Long-life standard bulbs included.



(A) POLE LAMP-TORCHIER. Reflector pole with two adjustable gold decorated bullets Unbreakable, translucent reflector with attractive gold fleck. Adjustable to heights from 7'6" to 8'4". Shpg. wt. 10 lbs. **Mailable.**
9248EE1179 ..... $19.95

(B) WALL LAMP SWINGAWAY. Adjustable height, fingertip control. Prismatic light diffuser Mocha shade, 17" diameter Walnut arm. Shpg wt. 8 lbs. **Mailable.**
9249EE1179 ..... $19.95

(C) TORCHIER. Triple lamp with 3-way switch on shaft. Walnut finished lower section, tapered brass top section, weighted base. Unbreakable, translucent reflector with attractive Gold fleck. Shpg. wt. 10 lbs. **Mailable.**
9247EE1179 ..... $19.95

(D) CEILING PULLDOWN LAMP. With the same popular features of lamp (B) above, but made for ceiling pull down. Shpg. wt. 8 lbs. **Mailable.**
9250EE1179 ..... $19.95

(E) DESK-O-LETTE "COMPANION." Single miniature metal bullet mounted on chromed flexible cable. Contrasting wooden finial. Shpg wt. 3 lbs. **Mailable.**
9251EE749 Brown & Mocha **$12.95**
9252EE749 Black & White **$12.95**

(F) DESK-O-LETTE "DECORATOR." Single miniature metal bullet. A beautifully styled desk lamp that's as functional as it is attractive. Convenient 2-swivel brass arm lets you direct light where you want it. Wt. 3 lbs. **Mailable.**
9255EE1021 Brown & Mocha **$16.50**
9256EE1021 Black & White **$16.50**

(G) DESK-O-LETTE "EXECUTIVE" Twin heads mounted on chromed flexible cables. Will light large working area 3-way switch. Shpg. wt. 3 lbs. **Mailable.**
9253EE1247 Brown & Mocha **$20.95**
9254EE1247 Black & White **$20.95**

(H) "DELUXE ALL BRASS TREE LAMP". Throws a dramatic "accent" spot on a decorative high point or on your favorite reading chair. Gleaming brass finish, genuine walnut handles on shades, 4-way lighting, 62" high Shpg. wt 13 lbs **Mailable.**
9221EE1494 ....$24.95

Same as above with bottom half of tree finished in simulated Walnut.
9245EE1494 ....$24.95

(J) "DELUXE ALL BRASS POLE LAMP". Gleaming brass finished shades and pole, accentuated with solid walnut handles; 4-way lighting, bullets can be swivelled to direct light wherever you want it; adjusts from 7'6" to 8'6". Shpg. wt. 9 lbs **Mailable**
9222EE1494 ....$24.95

Same as above with simulated Walnut center section on pole.
9246EE1494 ....$24.95

Prompt Shipments From Chicago or New York Warehouse

Fine Tole Lamps

STYLED TO ACCENTUATE ANY DECOR

(K) "CAMBRIDGE". Student amp 57" ht., 3-way lighting, 6" diffusing bowl. Attractive gold leaf designed 12" metal shade trimmed with brass gallery. Shpg. wt 10 lbs
9227EE1693 Ebony and Brass **$26.95**
9228EE1693 White and Brass **$26.95**

(L) "BREWSTER". Two-light wall lamp swings left or right on 15" arm. Tole leaf design gold decorated 13½" shade. Perforated metal diffuser handy pull ring. Shpg wt. 7 lbs **Mailable.**
9229EE1190 Ebony and Brass **$18.95**
9230EE1190 White and Brass **$18.95**

(M) "WINDSOR". 54" to 1" weighted base. Tapered 14" shade with brass gallery, gold leaf design. 3 way lighting, indirect reflector Shpg wt 17 lbs
9231EE1693 Ebony and Brass **$26.95**
9232EE1693 White and Brass **$26.95**

(N) "GEORGIAN". Pull Down Ceiling fixture handy switch controls two lights. Gold leaf decorated 13¼" shade lowers with rod 15" to 42" Metal light diffuser Shpg wt 6 lbs **Mailable.**
9233EE1190 Ebony and Brass **$18.95**
9234EE1190 White and Brass **$18.95**

(P) "CONCORD". 21½" table lamp 14" gold leaf decorated shade trimmed with brass gallery indirect diffusing reflector, 3-way lighting. Shpg wt. 8 lbs.
9235EE1190 Ebony and Brass **$18.95**
9236EE1190 White and Brass **$18.95**

Retail Prices are suggested only and may vary in different trading areas.

LISTEN

to the sound of a Larson hull running

Great boats come from careful hands, a critical eye and a genius for subtle design

HEAR the air cushion effect of Paul Larson's "Million Bubble Ride" working when you run in a chop. The hull makes a "schuss-schuss" sound as waves are flattened . . . Millions of bubbles are trapped under the lapline hull . . . they compress and roll back from bow to stern.

FEEL the smoothness, speed and stability of this unique boat hull, the product of 51 years of experience.

LOOK at Larson's reasonable price tag for a fibreglass 16' All American with complementary color convertible top set and 18 gal. gas tank and dash gauge. — **$1145** (without engine—FOB plant)

Larson

LARSON BOAT WORKS, INC.
LITTLE FALLS, MINN. / NASHVILLE, GA.

LA MARCHE MFG. CO.

LA MARCHE INVERT A-VOLT

■ New from La Marche Mfg. Co., 128 Severn, Annapolis, Md., manufacturer of marine chargers and inverters, is a line of heavy-duty DC-to-AC marine inverters. Operating from 12-, 24-, or 32-volt batteries, the square-wave inverters have a maximum intermittent output of 1200 watts and a maximum continuous output of 600 watts. The company also has "Constavolt" automatic marine converters in all marine voltages and capacities from 10 to 60 amps.

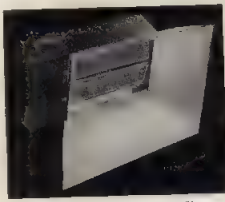
RATSEY & LAPTHORN SAILMAKERS

■ Standard dacron fabric and nylon or dacron RSF fabrics are used by Ratsey & Lapthorn, Inc., sailmakers of City Island, N.Y., for sails to fit everything from dinghies to large cruising and racing yachts. RSF, a fabric developed by R&L and woven in both nylon and dacron, is said to have greater three-dimensional stability than conventional sail fabrics, to afford a noticeably higher response in light to moderate air, and to handle easily. RSF, in weights from ¾ ounce to 13.75 ounces, has been used in 500,000 sq. yds. of sail since its introduction in 1963.

N.W. CONTROLS, INC.

■ The $19.95 Voyager tachometer is part of an economy-priced line of instruments from N.W. Controls, Inc., North Wales, Pa. which also includes a $9.95 speedometer, $9.95 barometer, and $8.95 ammeter. All four instruments have chrome-plated bezels. The tachometer has a silicone-dampened movement with a single wire and ground and requires no sending unit or batteries. Other N.W. products are an economy line of single and dual-lever control units of chrome-plated cast bronze with prices as low as $10.50.

CORNING HEATERS



CORNING'S 10,000-BTU HEATER

■ Corning Glass Works, Corning, N.Y. has developed a compact Cercor gas radiant heater rated for 100,000 BTUs of heat and approved by the National Gas Association. The new Cercor heater has burner plates made of a cellular glass-ceramic that is impervious to dampness or extremes of heat and cold and radiates infrared quickly and efficiently, according to Corning. The Cercor heater has no moving parts and is claimed to be maintenance-free. It operates on natural gas or liquefied petroleum and a safety device provides for 100% fuel shutoff if burners fail to ignite. The Cercor heater is also manufactured in 30,000- and 50,000-BTU sizes.

[1] **Large and Lovable Plush Pup** with a come-hug-me look that appeals to young and old. Soft plush with felt tongue, plastic eyes, ribbon trim.
48 T 6770—Abt. 16 in. tall. Ship. wt. 3 lbs. **$2.99**

[2] **Beautiful Terrier** of long, silky, combable plush. Decorated buckle collar, shiny black eyes, button nose. Abt. 17 in. long. Comb included.
48 T 6717—Ship. wt. 2 lbs. 6 oz. **$4.87**

[3] **Lazy Collie** looks so soft and comfortable. Made of fine quality plush with felt tongue, clamped-in eyes, vinyl nose. Abt. 18 in. long.
48 T 6771—Ship. wt. 1 lb. 8 oz. **$5.49**

[4] **Part Sitting Poodle** just bit off a sprig of flowers and carries them in his mouth. Soft plush, plastic eyes, pompon nose. Abt. 20 in. tall.
48 T 6671—Ship. wt. 2 lbs. 8 oz. **$4.43**

[5] **Large Sitting Lion** has soft plush body, long, mane that can be combed. Felt tongue, plastic eyes, pompon nose. Abt. 19 in. tall. Comb incl.
48 T 6669—Ship. wt. 2 lbs. 8 oz. **$3.84**

[6] **Floppy Dog Plays a Tune,** looks so sad with rolling eyes, tears rolling down his cheeks. Felt tongue, pompon nose, Swiss musical unit.
48 T 6646—Abt. 15 in. Ship. wt. 1 lb. 8 oz. **$2.88**

[7] **Musical Elephant** has soft stuffed body, rayon plush, rolling eyes. Wind him up, he plays a cheerful melody. Swiss Musical Unit. Abt. 10 in.
48 T 6666—Ship. wt. 2 lbs. **$2.99**

[8] **Musical Bon Bon Poodle** has flowers and a ribbon on her head, wears a coat and collar with leash. Clamped-in eyes, felt tongue, pompon nose. Swiss musical unit plays "Frere Jacques."
48 T 6472—About 11 in. Ship. wt. 1 lb. . **$3.94**

[9] **"Charlie" The Musical Dog** is made of soft plush, plays a merry tune. About 8 in. long.
48 T 6405—Ship. wt. 1 lb. **$2.66**

[10] **Flip Flop Cat** can be posed in many positions while the music plays. Soft plush, stuffed with lightweight foam, felt eyes.
48 T 6548—Abt. 15 in. long. Ship. wt. 1 lb. **$3.77**

[11] **Zany Zoofyl of Miniature Animals**—all 12 for only $2.95. Assorted sizes to 4½ in. Midget menagerie includes donkey, rabbit, skunk, elephant, 8 other whimsical stuffed creatures.
48 T 7.48—Ship. wt. 8 oz. **$2.95**

[12] **Patti Cake Monkey** claps his hands when squeezed. Soft plush with vinyl face, funny painted monkey features. About 14 in. tall.
48 T 6768—Ship. wt. 1 lb. **$2.87**

[13] **Precious Patti** claps her hands when you squeeze her middle. She's soft plush with felt skirt, painted vinyl face. Abt. 14 in. tall.
48 T 6769—Ship. wt. 1 lb. **$2.87**

[14] **Fox Terrier On Wheels**—runs along at your side as you pull his plastic leash. Lightweight hollow body with white plush. Squeaker valve.
48 T 7129—Abt. 10 in. tall. Ship. wt. 1 lb. **$2.49**

[15] **Fireside Cat** is such a pretty thing, all curled up, looking comfortable and contented. Her coat is soft, smooth, rabbit fur. She has cotton stuffing, glassene eyes.
48 T 7400—Abt. 13 in. long. Ship. wt. 1 lb. **$2.66**
48 T 7401—Abt. 18 in. long. Wt. 1 lb. 4 oz. **3.79**

[16] **Basket of Nestling Kittens**—soft as silk, resting on a pillow in a gilded reed basket with ribbon. Cotton stuffed, embroidered noses. Miniature feeding bottle included. Abt. 5½ in. ea.
48 T 7396—Ship. wt. 1 lb. 14 oz. **$4.88**

The Laughable Lovable TROLL FAMILY

Impish Little Trolls That Bring "Good Luck" When You Stroke Their Hair

Everyone Loves Trolls! 3 winsome vinyl creatures, the original Trolls licensed by T. H. DAM.
48 T 6650—Set of 3. Ship. wt. 1 lb. ..... Set **$3.97**
48 T 6729—Wee-Nik Troll only. 2½ in. Wt. 2 oz. ... **66c**
48 T 6727—She-Nik Troll only. 5 in. Ship. wt. 7 oz. **1.88**
48 T 6728—He-Nik Troll only. 5 in. Ship. wt. 7 oz. **1.88**

The Smart-Nik Trolls, complete with graduation gowns, mortar boards and diplomas, give inspiration and luck to students of any age.
48 T 6674—Set of 3. Ship. wt. 1 lb. ..... Set **$3.99**
48 T 6725—5-in. Smart-Nik Troll only. Wt. 8 oz. ... **2.39**
48 T 6726—2½-in. Smart-Nik Troll only. Wt. 2 oz. **1.29**

Musical Poodle

With room to hide valuable things

$3.94

[17] **Boudoir Poodle** sits on bed or dresser, hides important treasures in [illegible] ed plush skirt with [illegible]. Wind her and she [illegible] body. Swiss [illegible] Abt. 19 in. tall.
48 T 6724—Ship. wt. 1 lb. **$3.94**

[18]-[20] **Comical Character Pillows** Playtime friends for nursery or dorm. Plush faces, rolling eyes, pompon noses [illegible] filled. Abt. 12 inches [illegible] Ship. wt. [illegible]
48 T 7425—Tiger **$1.88**
48 T 7415—Panda **1.88**
48 T 7417—Clown **1.88**

Crazy Character Pillows

Your Choice $1.88

New Talking Beatnik

Will Brighten Christmas For Tots and Teens

"I'm Scooba-Doo"

$7.43

"Come on, let's get with it"

Real Hep Talking Beatnik is a lovable doll for little girls and a perfect gift for hard-to-please [illegible] agers. "She's right in style with her striped denim shift, 3-strand necklace, soft stuffed body. Her hair can be brushed and styled. 13 in. tall with sculptured [illegible] head. She says [illegible] swingin' things at random. Ship. wt. [illegible]
48 T 6575—[illegible] **$7.43**

SAVE THIS CATALOG!
Toys Available Until October 1, 1965

LEGO® Beginners' Set

24 blocks . . the right size for little hands to grasp $4.79

Easy-to-handle plastic blocks designed for the simple building tots love to do

Single-size blocks put child's imagination to work as he builds, takes apart structures . . without special plans or instructions.

12 red and 12 white blocks are washable, each about 4x2x1-inch size. Fun for ages 2 to 6.
49 N 4783-Wt. 2 lbs. 4 oz. $4.79

Kindergarten Blocks
by PLAYSKOOL

$2.49 to $11.99

Basic shapes and sizes for creative play. Natural finish soft wood. About 2 inches thick.

85-piece Set. Wt. 27 lbs.
79 N 4425K.....$11.99

44-piece Set. Wt. 13 lbs.
79 N 4426C.....$6.19

32-piece Set. Wt. 10 lbs.
79 N 4427C.....$4.19

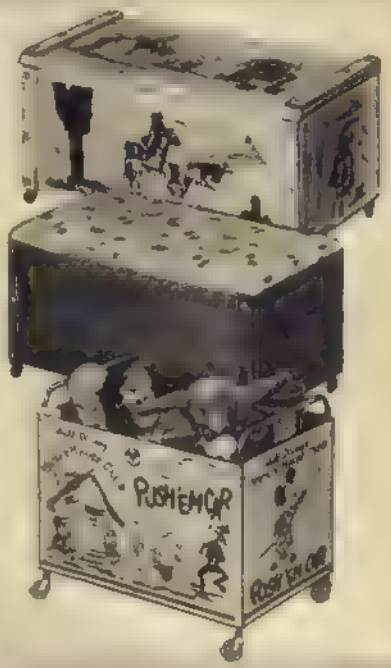
20-piece Set. Wt. 6 lbs.
79 N 4428C.....$2.49

Walt Disney Bookcase Toy Chest has lots of room for books and toys $9.99

Bookcase, chest, blackboard all in one. Sturdy hardboard over wood frame, with delightful Disney characters for decoration. Sliding doors double as a blackboard. Chalk, eraser included.

Two big shelves for books and for displaying treasured toys. Large storage area below. 36x20x37 inches high. Unassembled. (Books, toys not included).
79 N 9151L—Wt. 25 lbs.....$9.99

Roomy Toy Chests



"Western" style $12.89

Natural finish wood, with Western style decorations, wheels for easy moving. Rope handle, friction-hinge lift lid. 30x15x15 in. Assembled
79 N 9025L—Wt. 23 lbs.....$12.89

Padded top $12.89

Light maple finish wood, provincial print vinyl padded top. Wood handles, wheels. Safety hinge on lid. About 28x15x16 inches high. Assembled.
79 N 9026L—Wt. 20 lbs... $12.89

Mickey Mouse Van

$6.99

Goes where the toys are . . so handy at picking-up time. It's an outdoor wagon, too. Rugged hardboard with steel frame. About 24x16x22½ in. Unassembled. (Toys not included).
79 N 9102C—Wt. 14 lbs.....$6.99

12 jumbo "brick" Building Blocks

Corrugated Paperboard

$3.99

For youngsters who want to build something really big . . that looks like "real." So strong they can support 200 pounds, yet they're light enough for young children to handle with ease. Used by schools for imaginative play, they wipe clean with a damp cloth. 12x3x6-inches each. Set of 12. Fully assembled.
79 N 4705C—Shipping weight 9 lbs....Set $3.99

18 jumbo "stone" Building Blocks

Corrugated paperboard will support 225 pounds

$4.99

Light in weight, sturdy blocks have natural looking "stone" pattern to inspire building of forts, castles, explorers' caves. Each block is about 12x5½x3½ inches, with strong interlock construction. Can be wiped clean with a damp cloth. Unassembled.
79 N 4440C—Wt. 21 lbs. $4.99

Just call Sears and say "Charge It"

A wonderful hiding place

Tun-L-Fun

Opens to 10 feet

$6.99

It's a tunnel, it's a tent, a clubhouse, a private hide-a-way. Cotton fabric covers 24-inch wide hoops. Extends to 10 feet, collapses quickly to an easy-to-store 2-inch thickness. Hoops are strong, tempered spring steel. Play your favorite games like chase 'n' tag indoors or out.

Shipping weight 8 pounds.

79 N 4750L.....$6.99

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

$5.49 to $11.99

Build a fun house big enough to play in

Flintstones Building Boulders by KENNER

Foam plastic boulders are strong enough to stand on, yet amazingly lightweight. Interlocking shapes let you build structures that stay up. Blocks fit together to make cars, castles, chairs . . even boats that float. Red, yellow and blue flecked boulders 6 to 24 inches long. Plus take-apart balls. You'll have a ball.

155 Boulders, 2 take-apart balls, plastic roof.
79 N 4695L—Shpg. wt. 6 lbs. $11.99

100 Boulders and 2 take-apart balls.
79 N 4694C—Shpg. wt. 5 lbs.....$8.49

56 Boulders and 1 take-apart ball.
49 N 4693C—Shpg. wt. 3 lbs.....$6.49

Sears "Charge Account" makes all your buying easier

Playhouses of corrugated fiberboard . . fold for storage

Crawl-in Cottage $3.99

It's just a small cottage, but all their own to enjoy. Open double doors and look out 3 reinforced window openings. Snap-on plastic straps for storing. 30x40x45 in. high. Unassembled.
79 N 5018L—Shpg. wt. 9 lbs. $3.99

Military Pillbox $3.99

Camouflaged gun slits, door and top escape hatch make this a realistic outpost of the highest caliber. 31x29x38 inches high. When the peace is restored it folds to store. Two-tone green. Unassembled.
79 N 5022C—Shpg. wt. 8 lbs. . . $3.99

Cloth Playhouse fits over any 30-in. square card table

$3.99

This playhouse is a happy place as all playhouses should be . . made of brightly printed cloth. Flap lifts at one of the corners for easy entrance, easy house-cleaning and much fresh air. Folds for convenient storage. Simple instructions included.

Shipping weight 1 pound 8 ounces.

49 N 5019.....$3.99

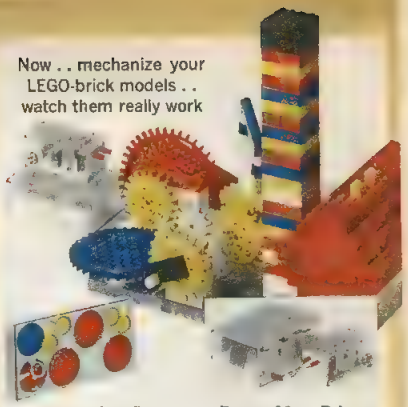
Make buildings, machines, even an entire city with snap-together plastic bricks

165 pieces $3.79 — 711 pieces $23.75

A world of fun for budding young architects, mechanics, engineers. Even autos and machines take shape with these precision-made bricks. They're rugged high-impact plastic . . come in various sizes in red, white and clear. Just press them together, they fit securely, yet can easily be taken apart to form a new structure. So creative and such downright fun, even parents will be drawn into building projects with this all-age toy. Also helps develop growing skills in planning and manual dexterity.

49 N 4711—165-piece Set. Shipping weight 1 lb. 2 oz. $3.79
49 N 4712—241 piece Set. Shipping weight 2 lbs. 1 oz. 5.79
49 N 4713—324-piece Set. Shipping weight 2 lbs. 11 oz. 9.79
79 N 4786C 510-piece Set. Shipping weight 9 pounds 16.89
79 N 4788C—711-piece Set. Shipping weight 12 pounds 23.75

Now . . mechanize your LEGO-brick models . . watch them really work



Plastic Gear Set

$4.89

Design gear systems . . give action to cranes, Ferris wheels, all kinds of machines. Operate by hand or motor pak at right. Set includes 12 assorted gears, 10 large and small wheels, 8 tires, 4 brick assemblies, and swivels.

49 N 4784 Wt. 2 lbs. 2 oz. $4.89

Battery Motor Pak

$4.89 (4 "C" batteries)

Add power to your gear systems. Motor and battery housings interlock with LEGO bricks. Motor 2 in. long; battery housing 4 in. long. Order 3 "C" batteries.

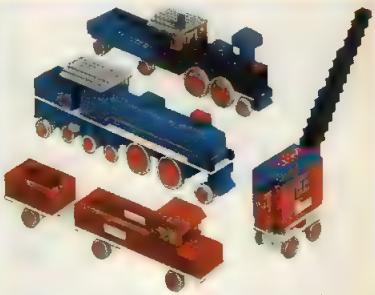
49 N 4785 Wt. 14 oz. . . $4.89
"C" Battery. Wt. ea. 2 oz.
49 N 4665 . Ea. 16c; 4 for 60c

Cars with garages

72c Each

Roll 2¼-inch LEGO sports car into garage with overhead door. Plastic. From Denmark.

49 N 4641 Volkswagen
49 N 4642—Opel Rekord
49 N 4644 Karmann Ghia
49 N 4646—Ford Taunus
49 N 4650—Mercedes 190SL
49 N 4652 Mercedes 220S
Shpg. wt. ea. 3 oz. . Each 72c

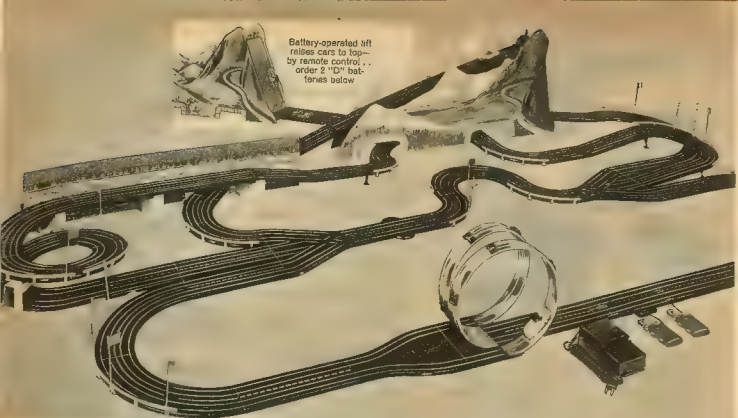


Make movable toys with LEGO Wheel Toy Sets

190 pieces $4.89 — 296 pieces $9.79

Make a crane, engine, trucks, trailers. Axles and wheels plus interlocking blocks form smooth-rolling vehicles of sturdy high-impact plastic.

190-piece Set. Wt. 1 lb. 6 oz. **49 N 4757**. . . . . Set $4.89
296-piece Set. Wt. 4 lbs. 4 oz. **49 N 4755**. . . . . Set $9.79



Mystery route selector track switches cars to any one of 3 courses

Your car is raised by power lift to top of mountain . . then it zooms down mountain pass at breath-taking speed and fish-tales into first curve

This is just one of the thrilling features of Sears new MATTERHORN HO Road Race

$39.95

Made by Lionel

Fast mountain roads, long straightaways, even a daring loop-the-loop. Actually over 40 feet of track, made into a thrilling race that is run on three separate circuits. The mystery route selector sends you on any one of the 3 courses, each with its own special feature . . the loop-the-loop, the winding tight-curve descent, and the power-lift ride to the top of the mountain. Complete with XKE Jaguar and Thunderbird. Two hand controllers with brake and miles per hour indicator. 18-volt power pack.

79 N 9507C—Shipping weight 16 pounds.....$39.95

49 N 4660—"D" Battery. Shpg. wt. ea. 4 oz.....Each 16c; 4 for 60c

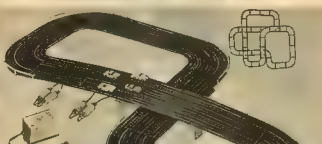
$15.99

Sky Driver HO Road Race by Marx

- 11 feet of exciting roadway in area only 41x48 inches wide
- Two racing cars with high-speed competition-designed motors
- Exclusive stick-shift controls duplicate thrill of gear shifting

Loads of fast action with the special Lane Changer Track to equalize the course, a wiggle obstacle track (duplicates a tricky oil slick or other such obstacle) . . but the greatest thrill of all is the Daredevil Jump where your car takes off and flies through the air. Lap counter records the race to ten laps. With controls, trestles, flags, 19-volt power pack included.

79 N 9534C—Shipping weight 7 pounds $15.99



$26.99

Aurora 4-lane HO Road Race

- Famous Ferrari, Cobra, Sting Ray and Mustang race cars
- Powerful Thunderjet 500 motors give cars tremendous speed
- 11 feet of 4-lane track converts to 20½ feet of 2-lane

Cars spin-out and weave on curves just like real racers, for fun and excitement at every turn. Real skill and timing are needed for fast lap times. Four plastic and metal cars about 2¾ inches long, each with a push-button control. Chrome bumpers and rubber tires. Makes 2½x5-ft. layout with 4-lanes. With guard rails, trestles. 20-volt power pack.

79 N 7623C—Shipping weight 8 pounds.....$26.99

Note: All Road Race Sets UL listed for 110–120-volt, 60-cycle AC.

ELDON 1/32 Scale Cars

For all Eldon Standard Road Race Sets. Plastic and metal replicas of famous racing cars. Powered by electric motor. Gear-driven. Rubber racing tires. Decals. 6-in. long. Assembled.

1 **"Offy" Roadster.** The front engine champ. Wt. 13 oz.
49 N 9997.....$3.97

2 **Corvette Sting Ray.** Sleek fast-back. Shpg. wt. 10 oz.
49 N 9991.....$3.97

3 **Indianapolis Formula 1.** Shipping wt. 4 oz.
49 N 9995.....$1.97

4 **Lotus Ford.** Shipping weight 10 oz.
49 N 9994.....$3.97

5 **Crash Car Jalopy.** Race it . . . crash it . . . watch it fly apart. Snaps back together easily, all set for another crash.
49 N 9990—Shipping weight 7 ounces $1.99

LIONEL 1/32 scale Cars, Track Accessories

Cars for Lionel Racing Sets. Plastic and metal with electrical motor, rubber tires. Assembled.

11 **Ford Galaxie.** Head and tail-lights. 5 in. long. Wt. 5 oz.
49 N 9974.....$4.99

12 **Corvette Sting Ray.** Sleek fast-back. 5 in. long. Wt. 4 oz.
49 N 9972 .....$4.97

13 **Jaguar XK-E Fast-back.** "Jet power motor." 5 in. long.
49 N 9968—Wt. 4 oz.....$4.97

Parts for Lionel Racing Sets. Made of metal and plastic.

14 **Straight Track.** 11⅝ in. long.
49 N 9965–Wt. 4 oz. ea. 89c

15 **Curved Track.** 45° with 14⅝-inch radius. Wt. 3 oz.
49 N 9967.....Each 89c

16 **Lane-changer Track.** 11⅝ in. long Pkg. of 2. Wt. 12 oz.
49 N 9966.....Pkg. $2.98

17 **Power Pack.** 14-volt DC. UL listed, 110-120-v, 60-c AC.
49 N 9643–Wt. 1 lb. 12 oz. $5.98

Repair Kit. 4 each: tires, contacts, springs, brushes. Lubricant.
49 N 7628—Wt. 4 oz.....$1.19

ELDON 1/32 scale Accessories

For all Eldon Standard Road Race Sets. Enlarge and update your racing layout. Track sections made of asphalt-black plastic with metal conductors.

6 **Straight Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9986.. ...Pkg. 79c

7 **Curved Track.** 6 in. long. Pkg of 2. Wt. 7 oz.
49 N 9985.....Pkg. 99c

8 **Power Pack,** 16-volt DC. UL listed for 110-120-v., 60-c. AC. On-off switch. Shipping weight 1 lb. 10 oz.
49 N 9952.....$4.97

9 **"Christmas Tree" Start** with finish-line win selector. Lights flash in sequence , 3 yellow to green for "go" . . . false start trips red foul light.
49 N 9964C–Wt. 2 lbs. $8.97

10 **Lap Counter Timing Bridge.** Race against the clock. Pre-set number of laps up to 25. Winner stops clock, which records winning time.
79 N 9979L–Wt. 2 lbs. $4.97

LIONEL HO scale Cars, Track Accessories

For Pikes Peak Set. 2½-in. plastic cars. Electric motor, rubber tires.

18 **Thunderbird "A" Car.**
49 N 9955 Wt. 4 oz. $3.97

19 **Jaguar XK-E "B" Car.**
49 N 9956—Wt. 4 oz. $3.97

20 **Change-a-Lane "A" Car Control.**
49 N 9953—Wt. 4 oz. $2.97

21 **Change-a-Lane "B" Car Control.**
49 N 9954—Wt. 4 oz. $2.97

22 **Car Lane Control Transformer.** Control cars independently with 2 cars in the same lane.
49 N 9957–Wt. 1 lb. 12 oz. $4.97

For Matterhorn, other sets. 2½-in. plastic cars. Electric motors.

23 **Thunderbird convertible.**
49 N 9983—Wt. 2 oz. $2.44

24 **Jaguar XK-E convertible.**
49 N 9984—Wt. 2 oz $2.44

25 **Power Pack.** 14-v. D.C. UL listed for 110-120-v, 60-c A.C.
49 N 9643–Wt. 1 lb. 12 oz. $5.98

For all Lionel HO Sets.

26 **Straight Track.** 9 in. long.
49N9976-Wt. 3 oz. Each 38c

27 **90° Curved Track.** Radius 9 in.
49N9977 Wt. 3 oz. Each 48c

28 **Lane Changer Track.** Pkg. of 2.
49N9980-Wt. 6 oz. Pkg. $1.69

Repair Kit (not shown). 4 tires, contact brushes, 2 guide pins, oil.
49 N 7629—Wt. 4 oz.....99c

Talk to me . . sing to me . . I'll repeat everything you say

Little Miss Echo

$14.99

without batteries

I'm 30 inches tall

What a wonderful doll. She has a magnetic tape recorder built in. She's plastic, has jointed arms and legs, and rooted hair. Order 2 "D" batteries, one 9-volt battery

Shipping weight 8 lbs.

79 N 3665GM $14.99

"D" Battery. Wt. ea. 4 oz.

79 N 4660 . . . . . Each 16c
4 for 60c

9-volt Battery. Wt. ea. 4 oz.

79 N 6417M . . . . . ea. 35c

You can order toys on pages 441 through 673 until Sept. 1, 1966

Mariannina and Modestino from Italy

$7.99 each

15-inch twins have rooted hair, go-to-sleep blue eyes. Plastic. Wt. ea. 2 lbs. 8 oz.

Mariannina. Pigtailed and pretty in plaid dress, shoes, wears a gay smile.

49 N 3483 . . . . . $7.99

Modestino. Cute, kissable in his jeans, carries a 4-leaf clover for luck.

49 N 3482 . . . . . $7.99

Mama's Baby wears a lacy christening dress and hat

1 Sweet baby doll dressed with the lace and ribbons all little mothers adore. 20 inches long with cotton stuffed body, vinyl limbs and head, sleeping eyes, rooted hair. Wears dress, hat and slip. Has real-baby cry, too.

49 N 3055 –Wt. 2 lbs. 12 oz. $4.99

Pretty Baby Doll is Lovable Dressed in polka dots

2 A doll girls love to hug, because her body is soft cloth. Arms, legs and head are vinyl, she has rooted pixie hair, go-to-sleep eyes. In knit booties, pretty dress with matching ruffled bonnet, she's 13 inches tall

49 N 3058—Shpg. wt. 1 lb. 4 oz. $2.99

I'm Singin' Chatty . . won't you sing along with me?

$9.77

Mattel's 17-inch sweet-voiced doll is just waiting for you to pull the Chatty® ring so she can sing for you. You never know what she'll sing next . . . it might be "Rock-a-bye Baby" or "London Bridge," or another nursery favorite. Sings many songs. Plastic

49 N 3518 –Wt. 2 lbs. 8 oz. . . $9.77

Dee-Dee Cut 'n Button Doll by Mattel

You make her fashion wardrobe without sewing

$7.66

Dee Dee's a cute, 15 inches tall, m a lovely party dress. She comes with 4 Cut a button outfit- so simple to make aren't so much fun for her to wear. Simply cut out the clothes on the Dee button front together . . . Dee Dee has a new outfit. Plastic. With instruct ons

49 N 3519 . Wt. 1 lb. 9 oz. $7.66

Smiling Baby Boy

$12.98

From Italy an adorable baby with face designed by Bonomi, top name in Italian doll craft. Pale blonde hair is rooted, go-to-sleep eyes have long lashes. In vinyl, fully jointed, 17 inches tall. Wears fleece coat, knit suit, kid booties. Wt. 1 lb. 14 oz.

49 N 3147 . . . . . $12.98

Suzy Cute raises her arms when you press her tummy . . just like a real baby

$1.94 Doll and Crib

1 Doll and Crib. A picture-pretty baby in blue and white blouse and panties. She drinks from her bottle and wets her diaper, too. Durable plastic cast along with crib, mattress, bottle and rattle. Doll is 7½ inches tall. Rooted Saran hair. Movable head, arms, legs. Made of soft plastic.
49 N 3156—Shipping weight 2 pounds 4 ounces..... $1.94

2 Swing Set. Swing, seesaw, slide, plus pail, shovel, ball. Plastic. 13 in. long.
49 N 9225C Shipping weight 3 pounds..... $3.94

3 Carriage. Free-rolling, movable hood. Rattle. Plastic. 13 in. long
49 N 9228—Shipping weight 1 pound, 6 ounces..... $2.92

4 Feeding Chair. Hassock, animal plus feeding accessories. 7 in. long.
49 N 9230 -Shipping weight 1 pound $2.67

Girl or boy $2.99 each

We're twin brother and sister . . we drink, wet and hold our own bottles

You'll have lots of fun playing with brother and sister look-alikes. Each is 15 inches tall with jointed plastic body, vinyl head, arms and legs. They have go-to-sleep eyes and rooted hair you can comb.

Little Girl Twin. Wears dress, panties, socks and shoes.
49 N 3085—Shipping weight 1 pound 4 ounces . $2.99

Little Boy Twin. Dressed in suit, matching cap, socks and shoes.
49 N 3084—Shipping weight 1 pound 4 ounces..... $2.99

3-outfit dress-up wardrobe

Fits Suzy Cute and all 7 and 8-inch dolls. Sarque, matching blanket, dress, panties, coat, bonnet, rattle, bracelet. Shpg. wt. 4 oz.
49 N 3212..... $1.99

9-inch Baby Dimples with her wardrobe and accessories

Sleeps peacefully when lying down . . drinks and wets, too. Wardrobe includes bib, dress, bed jacket, 3 diapers, blanket, booties, pajamas, playsuit, plus accessories. Doll is washable vinyl. Rooted hair.
49 N 3161 Shpg. wt. 11 oz. $3.99

Take little sister traveling

Take her and clothes along in her trunk. Dressed in tennis outfit with plastic racket. Trunk holds 2 dresses, playsuit, comb. Vinyl doll, bending knee. 9 in.
49 N 3271—Shpg. wt. 1 lb. 4 oz. . . $3.99

YOUR CHOICE

$3.99

Wash me in my baby bath

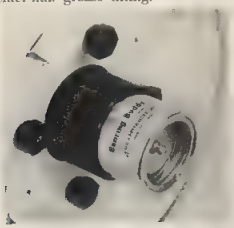
Baby has fun in her bath with bubble bath, soap and plastic duck. She even drinks and wets, too. Dressed in diaper and terry cloth bath outfit. Comes with change of clothes, clothespins. Rooted hair. Jointed plastic. About 12 inches tall.
49 N 3128—Shpg. wt. 2 lbs. . . . $3.99

Rock baby to sleep in her own plastic cradle

Feed the baby doll with her own bottle . . she drinks and wets, too. Dressed in diaper and kimono. Includes pillow and coverlet with cradle. Doll is 14 inches tall, has rooted hair and moving eyes. Fully jointed. Vinyl and polyethylene. Cradle unassembled.
49 N 3114—Shipping weight 2 pounds 11 ounces..... $3.99

AQUAPPLIANCES, INC.

■ The Bearing Buddy from Aquappliances, Inc., 26363 Ravenhill Rd., Saugus, Calif. is designed to prevent bearing failure on boat trailer wheels by providing continuous lubrication and sealing out dirt and water when the trailer is backed into the water for launching. The $11.95 Bearing Buddy, says the company, eliminates the need to repack the bearings in boat trailer wheels and requires only that the owner refill its reservoir of grease a few times each season through a center-hub grease fitting.



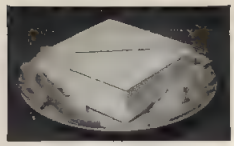
THE AQUAPPLIANCES BEARING BUDDY

NICROMETAL MARINE HARDWARE

■ Nicrometal Marine Hardware, 1080 Folsom St., San Francisco, Calif. makes ventilators of flexible polyvinyl chloride in 3", 4" and 5" standard versions and in a low-profile 4" model. The standard ventilators are white with a red throat, the low-profile ventilator is white with a blue throat. The company claims they can be cleaned with a damp rag, are impervious to saltwater, gasoline, paint and epoxy chemicals, and cannot snag lines or the skipper's shins. Plastic-coated full-swivel deck plates are available for all Nicrometal ventilators and bronze plates can be ordered for the standard models.

NICROMETAL FLEXIBLE VENTILATORS

NEW SANDWICH



MAKES THIS ALUMINUM LONE STAR VIRTUALLY UNSINKABLE, LEAKPROOF, QUIETER AND A HECK OF A LOT FASTER!

This is the SOVEREIGN. A 19-ft. news-making tiger of a boat. And it's really not aluminum. It's ARMOR-HULL, biggest construction news since fiberglass. To make it, Lone Star used aluminum for the outer hull, FOAM-PAC for the center, fiberglass for the inner hull. Then, bonded them together as one material with unrivaled qualities of strength, flotation and impenetrability. There are several reasons why Lone Star is the first company to conceive and create ARMOR-HULL. One, FOAM PAC. Lone Star developed this high-density polyurethane foam, with 7 times the strength of ordinary foam, three years ago at a cost exceeding $100,000. Two, production skill. Lone Star's two decades of boat building experience make it possible to originate a new hull . . . load it with equipment . . . price it competitively. Result — the SOVEREIGN. Impervious to leaks. Next to impossible to sink. Practically rivet-free so it goes much faster . . . in well-insulated quiet. Spacious cockpit sleeps 4 adults. Gear and supplies go in 6 large compartments (including ice chest and ice cooler). Check smart-looking outboard and I/O versions at your Lone Star dealer's. Or write today for free color catalog on the "Funmakers", Lone Star's complete line of aluminum and fiberglass fishing boats, runabouts and cruisers.

Lone Star®

Lone Star Boat Company • Headquarters Plant: 1002 Industrial Avenue • Plano, Texas

PROFIT WITH KEYSTON

Keyston's exciting new display packaging for 1965 is designed to ring up more Jr. Cowboy sales for you

KEYSTON BROS
725 MISSION ST., SAN FRANCISCO 3, CAL.
LEATHER HOLSTER SETS • COWBOY & COWGIRL SUITS • VESTS • HATS SPURS • LARIATS • BELTS
SEE KEYSTON'S LEATHER BASEBALL GLOVES – EXCEPTIONAL VALUES. WRITE FOR CATALOG.

New Kind of FUN-THINGS-TO-DO
Play*Kits

NEW ED-U-CARDS

Dynamic selling miniature activity fun packs. Compact, complete. Nothing else needed. Perfect for party favors, gifts, travel, shut-ins.

ALSO. *Fill-L Cards assts. of World's Biggest selling Children's Card Games with TOP TV Characters.*

Write for catalog

ED-U-CARDS
MFG. CORP.
36-46 33rd St
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ED-U-CARDS

with 35 hotels and motels.

Members of the Merchandise Mart Toy and Juvenile Association have announced that toy showrooms on the 14th floor of the Mart will be open for buyers during the market.

✢

RALPH BEMISTER has been named representative in nine Midwest states for Levin Bros., New York import firm. Mr. Bemister, formerly associated with sales rep Jack Shapiro, will operate out of his home, 715 St. Charles Road, in suburban Glen Ellyn.

✢

DEAN SARCHET and Bob Harley are new salesmen on the staff of M. W. Kasch Company, the mammoth Milwaukee toy jobber. They have been assigned by president Morey Kasch to cover Illinois and Iowa. The Kasch sales staff now numbers 10.

✢

AL COHEN Associates announces the appointment of Bill Gluth to its sales team. Mr. Gluth will handle Wisconsin, Illinois, Michigan, Kentucky and part of Indiana for the Cohen firm, toy reps based in the Merchandise Mart. Mr. Gluth had previously worked for Mr. Cohen before going on his own as a toy retailer and later as an independent sales rep.

✢

LEE HAUSER, toy buyer for Community Discount Centers, reports that Sherwin Deutchman has been named as his assistant. Mr. Deutchman previously was in the company's men's wear department.

Community Discount officials report that the company showed an operating profit in the year ended Jan. 31 of $445,594. This compares with an operating loss of $222,973 in the previous fiscal year.

Toys had no small part in this financial recovery. Mr. Hauser notes that Community Discount's 1964 toy sales ran 50% ahead of 1963 and that more records might topple this year.

PERFORMANCE makes them famous

Baseball Softball Little League

Ideal For Youngsters

HILLERICH & BRADSBY CO.
Louisville, Kentucky

Quality Toy Makers for all children

REMCO

EVERY BOY WANTS A REMCO TOY... AND SO DO GIRLS

REMCO INDUSTRIES
Cape May Street, Harrison, N. J.

Guillow's

Authentic Scale
Flying Model Kits
priced from 69c to $4.95
Ready-to-fly Gliders
10c 25c 29c 49c
Rubber Powered Planes
29c 39c 49c 79c

PAUL K. GUILLOW INC. SEND FOR CATALOG
Wakefield, Mass.

COX
PT-19 FLIGHT TRAINER
Wingspan 22"
Priced at 9.98
Ju87D STUKA
"Black Knight"
Wingspan 23½"
Priced at 10.98
FORD GT 1 20 Scale
9" long
Priced at 9.98
95
Corvette STING RAY
1:20 Scale 9⅜" long
Priced at 9.98
BABE BEE .049, Priced at 3.98
Cox makes the engine that makes it easy.
And makes the difference. The world's largest selling
049 engine, in flight-tested airplanes and
race-tested sport cars, accurately scaled and detailed!
For Christmas shopper satisfaction.

MACO
QUALITY TOY MAKERS
TOYS

FIREFLY T.M.

SAFETY HELMET

Helmet is equipped with two Flashlights that can swivel all around and is used for safety on roads while bicycle riding and strolling at night. While wearing the Helmet and moving about in the dark, the flashlights give the appearance of Fireflies.

Made of gold-colored high impact polystyrene.

Each Helmet is individually packaged on a colorful display card.

EXCLUSIVE INTERNATIONAL SALES HENRY KAYE ORGANIZATION REPRESENTATION

200 FIFTH AVENUE, NEW YORK 10, N. Y.
[redacted]

MACO
DOLL TOY MAKERS
TOYS

FACTORY:
3640 OCEANSIDE ROAD, OCEANSIDE, L. I., N. Y.

TOY SHOW
ROOM 951, NEW YORKER

EXPORT — KRAEMER MERCANTILE CORP., 500 FIFTH AVENUE, NEW YORK, N. Y.

You will enjoy BIG business with this amazing NEW KIND of motion pictures

Easily run by any child from 2 to 12 any time, anywhere -- in the home or car -- on the bus or train -- yes, even in bed!

BIG TV showings Sept. thru Dec. in most all U.S.A.

Five animated comic stories

Magic movies
Animated cartoons
Turn the dial when it hits the arrow
THE FLINTSTONES
MEET THE FLINTSTONES ■ GOLF IS FUN! ■ THE BIG NOISE! ■ THE BOWLING CHAMP ■ WHERE ARE THE GIRLS?
magic movies
THE FLINTSTONES

Packed in clear, sparkling shrink film!

Only $1.98 retail
Packed 12 - 9 lbs.

No. M-501

No. M-502
Popular with ALL the kids

No. M-503
Everyone loves a circus parade

No. M-504
Appeals to youngsters and oldsters alike

No lights, bulbs, batteries, wires or electricity!

The characters and animal friends walk, run, jump, fly and do all sorts of things as they come and go across the magic screen.

Magic Movies are new, novel, different, entertaining and full of lasting fun.

Order Your Magic Movies NOW for the BIG TV demand!

ASSORTMENTS			
	M-505-12	Packed 12 (Asst. 3 each)	— 9 lbs.
	M-505-24	Packed 24 (Asst. 6 each)	— 17 lbs.

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Original toys since 1935

Turn the page to see the BIG NEWS about
[illegible]
Proven big sellers for years and years

MARK V

5 WEAPONS IN ONE

Big 36 Inch Size

"Armor Piercing" Shell is fired by trigger atop gun butt.

Grenade is launched by forward trigger on hand grip.

Guerilla Gun unscrews from main stock and becomes hand weapon for night guerilla warfare.

Anti-Tank Rocket is fired by hidden special release.

$3.49

JUST LIKE HAVING FIVE "FIREARMS" . . a complete arsenal! Provides all the hand-equipment backyard privates need to guard their "forts" protect themselves in fierce "guerilla warfare" . . invade the beaches of the enemy . . win a war!

EXTRA BIG, 36-IN. GUN CONVERTS into the type of weapon needed to meet each combat situation. A .45 caliber pistol for patrolling, man-to-man "protection;" grenade, piercing shell and anti-tank rocket to "wipe out the enemy camp;" guerilla gun for "jungle warfare." Sturdy plastic, realistically detailed for imaginative play.

48 T 3390 M Shipping weight 3 lbs. Complete $3.49

.45 Caliber Pistol is released from main stock by downward thrust (clicker mechanism).

See Wards SPRING CATALOG and SUMMER SALE CATALOG for Pools and Playground Equipment

THE TRIXTER for Sidewalk Surfing

- RINK WHEELS
- MORE CONTROL

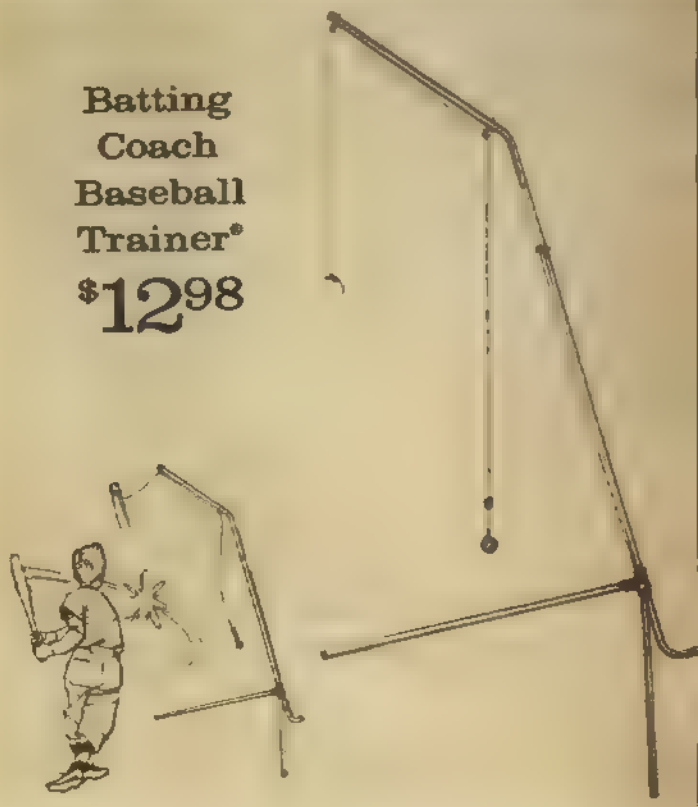
$4.99

EXCITING SURFBOARD BRINGS THE THRILLS OF WATER SURFING TO THE SIDEWALK. It's America's latest craze—also called skateboard by Wards or the same principle as a scooter. Push yourself along until you get up some speed, then put both feet on the board and glide. Sturdy hardwood board attached to four fiber 2-in. wide rink wheels for greater stability, control. Rubber cushioned chassis permits floating ride and easy handling for dramatic, daring stunts. Fun for ages 8 and up—teaches balancing technique, too!

48 T 3764 M—About 5x5½x22 in. long. Ship. wt. 2 lbs. 8 oz. . . Each $4.99

Batting Coach Baseball Trainer®

$12.98



NEW "BATTING COACH BASEBALL TRAINER"® for the Little Leaguer who wants to improve his "batting eye." No pitcher or catcher needed. Adjusts easily for high or low "pitches." Batter can swing at inside and outside balls, too. Unique trolley construction prevents the batter from being hit by the ball. Made of sturdy, 1¼-in. steel tubing with painted finish. Long-wearing nylon rope and sponge rubber baseball. Adjustable to over 8 feet in height. Anchoring spikes included.

48 T 3535 R—Shipping weight 20 lbs. $12.98

"R" after Catalog Number means Shipped promptly from Stock by Freight, Truck or Express. "M," Mailable

INTRODUCING . . .
THE WORLD'S FINEST ROUGH-WATER BOAT!

Race-bred Marlin 275

Take a racing hull,* add a flybridge: You've got excitement! Mentioning 27½-feet, approaching 50-mph, 5 bunks and a flybridge in the same breath sort of takes your breath away. But that's just what this feature-packed, excitingly-engineered, beautifully-built boat was designed to do. Look at the pictures, send for the specs . . . then resist the Marlin 275—if you can!

For more breath-taking information, write:

MARLIN BOAT WORKS, INC. / *1909 Battleground Ave Greensboro North Carolina*

*The famed Formula 275 racing hull

Marlin 275

PRICES

Flush Deck Skiff . .	$ 9,800
Sportsman	14,390
Shelter Cabin	15,390
Flybridge Sportsfisherman . . .	15,800

OPTIONALS EXTRA

SEE MARLINS 275 AND 300 AT THE MIAMI INTERNATIONAL BOAT SHOW—FEBRUARY 16 20, 1965

75-piece HO Train Set by Marx with full-color 3-D scenic base

You get a 6-unit electric train, 34 feet of track *plus* realistic town setting that includes base, buildings, cars and people

Complete with power pack — **$29.88** cash — No Money Down

You're the engineer as the train circles the town, goes through the tunnel and stops for delivery of a truck or a bulldozer. Vacuum-formed plastic terrain is 54x47x6 in. high. Freight train of plastic and metal is 34 in. long. Industrial-switcher locomotive hauls 4 flat cars . . one with lumber, a piggyback car with hauler and trailer, one with 2 bulldozers, and one with boat. New Haven caboose tags along behind.

34 track sections, including uncoupler-derailer track, form inner and outer ovals. 16 polyethylene trees give charm to the scenery. More realism is added with traffic set, service station with cars, farm set, 12 telephone poles, other plastic accessories. 1¼-amp power pack with circuit breaker. UL listed, 110–120-v, 60-c. AC.

79 N 9830NZ—Shipping wt. 23 lbs. Freight (rail or truck) or express. . . . . Set $29.88

5-unit Electric Train with log car that unloads

This .027 Freight "chugs" along as headlight throws beam up ahead

$9.97 complete with transformer

Steam-type engine goes fast or slow by remote control. Ease log car alongside bin . . watch as logs tumble out. Slant-back coal tender, gondola and caboose. Train 41 inches long. 8 curved, 2 straight 1¾-inch wide tracks form 102-inch oval. Plastic and metal. 25-watt transformer UL listed, 110–120-v, 60-c AC.

49 N 9715C—Shipping wt. 7 lbs. . Set $9.97

CHUG - CHUG

Just set lever . . car unloads logs automatically

Battery-powered HO Freight

$4.97 without batteries

Locomotive puffs out smoke rings and gives a realistic whistle as it roars over a special section of track. 9 feet of track in all. 22-inch train also has a coal tender, gondola and caboose . . all of high impact plastic. 9-inch control tower holds 4 "D" batteries (not included, order below). From Japan.

49 N 9828—Shpg wt. 2 lbs. 4 oz. . . . $4.97

"D" Battery. Shipping weight each 4 oz.

49 N 4660. . . . . Each 16c; 4 for 60c

They Look Real . . Work Just Like Real Ones Do
They Sound Real . . Actually Rev Up and Roar

1 SKIP-LOADER
Only **$8.49** With Batteries

2 Only **$8.29** With Batteries **DUMP TRUCK**

1 V-ROOM SKIP-LOADER is over 2 feet long, has long control handles so you can walk along behind it. Scoop up load of dirt, carry it, dump it into the V-ROOM DUMP TRUCK. Motor sound unit idles, revs up and roars. On/off switch. Sturdy, high-impact plastic body. Metal handles, control rods, shovel arms. Easily assembled. 2 *"D" batteries incl.*
48 T 9709MO—Wt. 7 lbs. **$8.49**

2 V-ROOM DUMP TRUCK. Big 20-in. truck has 3-lever action. Goes forward, backward or in a circle and dumps load. Actually vibrates when running and makes a realistic motor sound as it revs up, roars, then idles. Sturdy high-impact plastic construction with translucent windshield and working steering mechanism. 4 *"D" batteries incl.*
48T9710M—Wt. 6 lbs. 8 oz. **$8.29**

Marx Dump Truck $5.99 With Batteries

MARX-A-HAUL DUMP TRUCK has three separate switches. The forward/reverse switch sets the truck in motion; the second switch raises and lowers the dump body, and the third switch works the Za-Zoom motor noise. High-impact plastic mounted on steel chassis. 6 heavy tread tires. 4 *"D" batteries included*
48 T 9974 M—About 21 in. long. Ship. wt. 8 lbs. 12 oz. **$5.99**

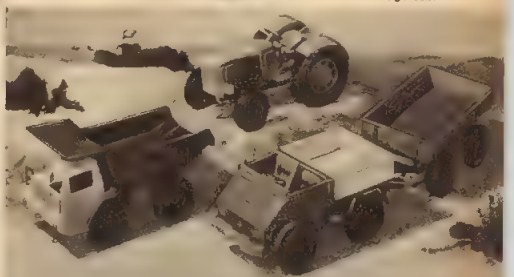
Action Bulldozer $3.97 With Batteries

BULLDOZER has switch control for forward and reverse action. Blade raises and lowers automatically while bulldozer is in motion. Climbs over obstacles. Plastic with heavy-duty rubber treads. About 11 in. long. 2 *"D" batteries included*
48T9711—Wt. 2 lbs. 13 oz. **$3.97**

Shop Early . . Phone Early
See Page 392.

Tootsietoy Super Set $3.99

THREE IMAGINATIVE TOYS—EACH HAS DISTINCTIVE ACTION. CHERRY PICKER has a snorkel that raises and lowers for fruit-picking or repair work. Red and yellow enamel. SANDWHEEL TRUCK has moving sandwheel. Pour sand into the hopper, it sifts into the buckets, rotates the wheel, and dumps sand into the truck. Bright yellow enamel TRENCHER SHOVEL TRUCK actually scoops up sand and dumps it. Swivel cab; adjustable boom. Red enamel finish. All three toys of rugged die-cast metal and tough plastic with realistic detailing.
48 T 1514—Each toy abt. 6 in. long. Ship. wt. 3 lbs. . . . . Set **$3.99**



Big, Colorful Truck Fleet $3.99

4-PIECE TRUCK FLEET. Colorful, high-impact plastic is practically unbreakable. JEEP (about 11 in. long) has fold-down windshield, dump body, actually steers. TRACTOR (about 10 in. long) has lift-up hood, pretend motor, really steers. DUMP TRUCK (about 11 in. long) really dumps. All 3 have tow-hitch for attaching . . TRAILER, about 14 in. overall. Smooth rounded edges.
48 T 9304—Ship. wt. 4 lbs. . . . . .Set **$3.99**

Hydraulic Dumping Action

$3.89

STRUCTO'S EXCITING, NEW POW-R-R-R MOTOR SOUND roars just like a real truck . . *needs no batteries.* Hydraulic action raises truck body and dumps load automatically . . just press lever. Cab has finely detailed interior. New, noiseless, self-lubricating axle-bearings wear far longer. Heavy-gauge steel with rolled edges. 2-coat, baked-on enamel finish. Gunmetal cab, orange dump body.

48 T 1359—Abt. 14 in. long. Wt. 4 lbs. 12 oz. . .$3.89

IF IT'S Farm and Construction WARDS HAS IT

ONLY $10.99 AT WARDS
Batteries Included

"Big Job" Dump Truck

BIG JOB is almost 2½ feet long . big enough, rugged enough for the heaviest jobs . . lifts and hauls 15 lbs. Battery-operated with electrically-driven power steering and dumping action. Young truckers can start it, stop it, run it forward or backward, turn front wheels. Air horn and wiper blades work by hand. Rugged yellow plastic body on steel chassis, 10 heavy-duty tires.

48 T 9973 MO—Abt. 29 in. long. Ship. wt. 11 lbs. 4 *"D" batteries included.* .$10.99

Super Crane

$9.99 With Batteries

SUPER CRANE is really big . ready for super jobs. Boom almost 4 ft. long. Swings drag bucket, clam bucket or wrecking ball. Dig up dirt or sand, lift it up, rotate cab, then dump. Use the wrecking ball to topple "buildings". All operations are electrically controlled by button, lever, clutch and gear-shift on cab. Also has manual controls. Plastic crane and truck body on steel chassis.

48 T 9976 MO—Abt. 2 ft. long. Ship. wt. 11 lbs. 3 *"D" batteries incl.* $9.99

Walk along and steer.

Structo Hydraulic Dump $2.88

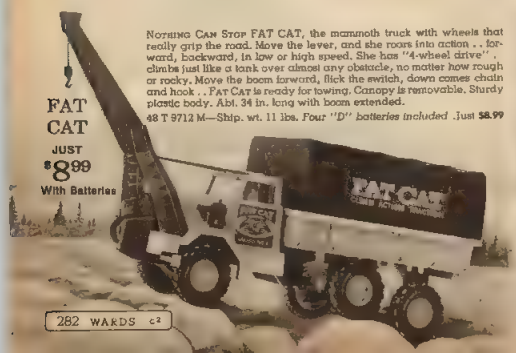
JUST PRESS LEVER . . hydraulic cylinder raises large truck body, dumps load automatically. Heavy-gauge steel with smooth edges. 2-coat, baked-on red enamel finish is weather-resistant. Cab has chrome-plated, wrap-around bumper, seat, steering wheel, windshield, rear window, side windows partly open. Non-marring white sidewall tires. About 13¾ in. long.

48 T 1244—Ship wt. 3 lbs. 14 oz. $2.88

"Zoom-Up" Dump $1.49

JUST WALK ALONG AND STEER this big dump truck. "Zoom-Up" steering column raises steering wheel to child's level—small view. Hause body to dump load. Red, high impact plastic is virtually unbreakable. Rolls along on four husky tires. About 18 in. long.

48 T 1227—Wt. 1 lb. 14 oz. $1.49

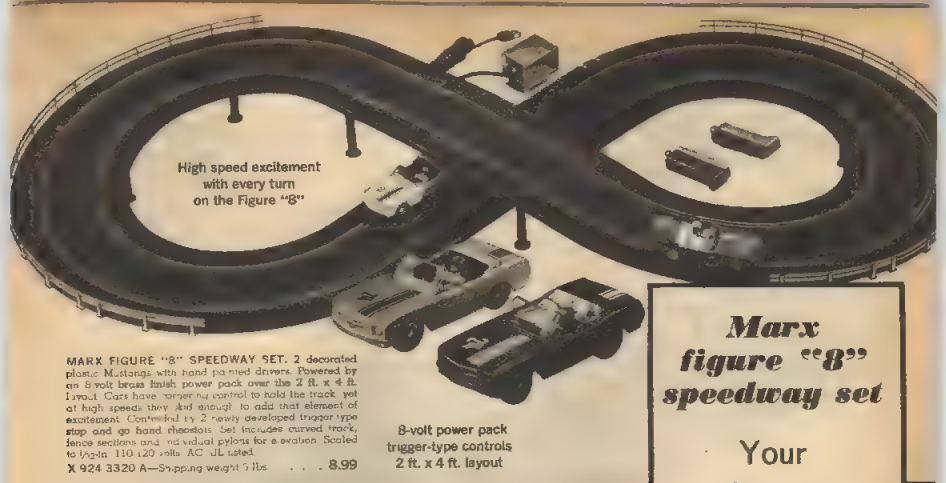


NOTHING CAN STOP FAT CAT, the mammoth truck with wheels that really grip the road. Move the lever, and she roars into action . . forward, backward, in low or high speed. She has "4-wheel drive" . . climbs just like a tank over almost any obstacle, no matter how rough or rocky. Move the boom forward, flick the switch, down comes chain and hook . . FAT CAT is ready for towing. Canopy is removable. Sturdy plastic body. Abt. 34 in. long with boom extended.

48 T 9712 M—Ship. wt. 11 lbs. *Four "D" batteries included.* Just $8.99

GRADALL BY BUDDY L . . . GIANT-SIZED, AUTHENTIC SCALE reproduces the actions of the real Gradall. Young engineers will spend hours digging tunnels, making trenches, grading roads. Big manually-powered handle does the work. It actually digs below surface, lifts, swings, hauls, dumps, grades and scrapes. Platform rotates to get close to the job. Telescoping boom tilts and turns . . over-size bucket claws earth and sand to pick up its load . . dumps by releasing the trigger. Heavy-gauge automotive steel with baked-on enamel finish. Non-mar whitewall tires; windows in cabs. Abt. 24 in. long; 32 in. with boom extended.

48 T 1503 M—Completely assembled. Ship. wt. 8 lbs. 8 oz. $8.39



MARX FIGURE "8" SPEEDWAY SET. 2 decorated plastic Mustangs with hand painted drivers. Powered by an 8-volt brass finish power pack over the 2 ft. x 4 ft. layout. Cars have tension ring control to hold the track yet at high speeds they skid enough to add that element of excitement. Controlled by 2 newly developed trigger type stop and go hand rheostats. Set includes curved track, fence sections and individual pylons for elevation. Scaled to 1/43-in. 110-120 volts AC. UL listed.

X 924 3320 A—Shipping weight 6 lbs. . . . 8.99

8-volt power pack
trigger-type controls
2 ft. x 4 ft. layout

Marx figure "8" speedway set

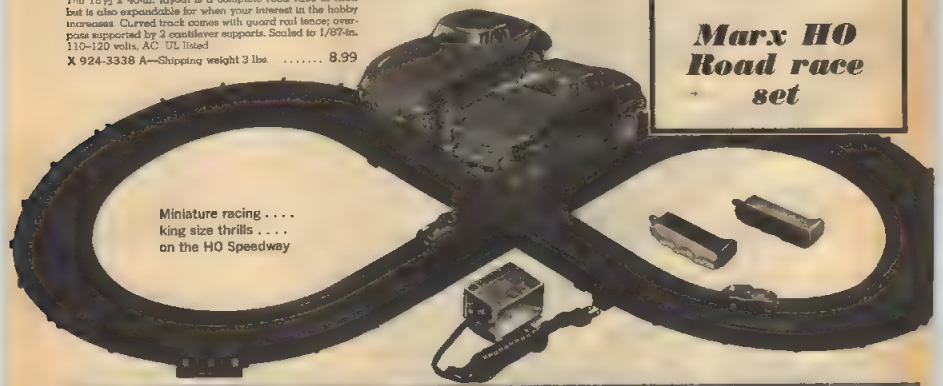
Your Choice at **8.99**

Marx HO Road race set

MARX HO SCALE ROAD RACE. Plastic Mercedes and Jaguar models with racing markings race over the course powered by a 19-volt brass finished power pack and controlled by 2 new trigger-type form fitting hand controls. The 18½ x 40-in. layout is a complete road race in itself but is also expandable for when your interest in the hobby increases. Curved track comes with guard rail fence; overpass supported by 2 cantilever supports. Scaled to 1/87-in. 110-120 volts, AC. UL listed.

X 924-3338 A—Shipping weight 3 lbs. 8.99

19 volt power pack
trigger-type controls
18½ x 40-in. layout



Sport and Jack car racing with the

"A-Jet" racing set by Aurora

Six-ft. Figure "8" course

MODEL AURORA MOTORING

25.99

Power pack with plug-in feature
Speed controls with braking action
American Jet motors

AURORA "A-JET" RACING SET. 2 American sport and stock cars scaled to 1/32 in. Power Plug-Pak driven "American Jet" motors allow you to develop real Indy style car skids controlled by rheostat with brake action. 8-volt power pack, both with plug-in feature. 6-ft. course consists of curved, guard and terminal road way, speed control, guard rails, track posts. Soft rubber two lane interchangeable chassis 110-120 volts AC. Set also above, see page 236.

X 924 3345 A Set is and weight 12 lbs. 25.99

Looking for gift suggestions?
See Toy Buying Guide on page 228

1/32 scale Road Race Accessories

Cars. Plastic and metal, rubber tires. About 6 in.

(1) 49N9936—**Lotus Ford.** Wt. 9 oz... $3 97

(2) 49N9939—**Willard Battery.** Wt. 8 oz. 3.97

3 **Ferrari.** Makes motor noise as it races.
49 N 9938—Shipping weight 9 oz.....$3.99

4 **Maserati.** Makes motor noises as it races.
49 N 9937—Shipping weight 9 oz. ..$3.99

5 **Ferrari GT.** Headlights. Both front wheels turn.
49 N 9943—Shipping weight 8 oz.....$4.69

6 **Maserati.** Headlights. Both front wheels turn.
49 N 9942—Shipping weight 8 oz... $4.69

7 **Hot Rod.** Motor noise. Both front wheels turn.
49 N 9940—Shipping weight 9 oz.....$4.97

Track and Accessories. Plastic and metal

8 **Curved Track.** 45°. 14½-in. radius. Pkg. of 2.
49 N 9913—Shpg. wt. 12 oz.....Pkg $1.44

9 **Straight Track.** 7½ inches long. Pkg. of 2
49 N 9910—Shpg. wt. 8 oz.....Pkg $1.25

10 **LeMans Start Set.** Angle onto 15-in. section.
49 N 9931—Shipping weight 12 oz. $3.69

11 **Lane Changer Track.** 14¼ in. long. Pkg. of 2.
49 N 9916—Shipping wt. 10 oz...Pkg. $2.49

12 **Crossover Track.** 4-way intersection.
49 N 9941—Shipping weight 6 oz.....98c

13 **Lap Counter Track.** 7½ inches long. Pkg. of 2
49 N 9914—Shipping weight 7 oz... $1.79

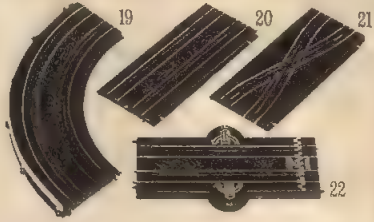
14 **Jump Track.** 15 inches long . . in 2 sections.
49 N 9934—Shipping weight 1 lb.... $2.19

15 **Mountain Track.** Treacherous twin-hump pass.
49 N 9945—Shipping weight 1 lb.... $2.29

Car Repair Kit (not shown) Includes four tires, extra pins, springs to keep cars racing.
49 N 7633—For (1) (2) (3) (4). Wt. 3 oz. $1.25
49 N 7630—For (5) (6) (7) Wt. 3 oz... 1.25

Save this catalog . . you can order toys on pages 441 to 673 until September 1, 1966

HO scale Road Race Parts



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16 **Sting Ray.** A true U.S. sports car.
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17 **Jaguar XK-E.** One of Europe's sharpest.
49 N 9962 Shipping weight 2 oz. $3.77

18 **Thunderbird.** Really opens up on track.
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Track and Accessories. Black plastic, metal

19 **90° Curved Track.** Package of 2
49N9948-Shipping wt. 12 oz. Pkg. $1.69

20 **Straight Track.** 8¼ in. long. Pkg. of 2
49N9944-Shipping wt. 4 oz. Pkg. 98c

21 **Lane Changer Track.** 7⅜ in. long. Pkg. of 2.
49 N 9958-Shpg. wt. 6 oz. Pkg. $2.79

22 **2-lane Lap Counter.** Records 10 laps each car. Shpg. wt. 4 oz
49 N 9959 Each $1.59

Repair Kit (not shown) 10 clips, 4 tires, pick-up shoes, 2 pans, screws, Lubricant. Wt. 3 oz.
49 N 7631 Kit 99c

Power Accessories for 1/32 or HO scale

23 **Power Pack.** 18-v. DC 110-120-v. 60-c. AC. UL listed. Includes circuit breaker. Wt. 1 lb. 8 oz.
49N9963 Each $4.98

24 **Stick-shift Control.** 6 in. long. Wt. 4 oz.
49N9932 Each $2.19

Cannon Shot Jump

by Marx

- Racers "roar" with power sound
- Stick shift controls
- Exciting banked curves
- Authentic 1/32 scale, cars 5½ in. long

$16.88

Pit the Maserati against a sleek Ferrari . . hold your breath while each takes to the air through the thrilling Cannon Shot Jump. Hear engines thunder as they speed around banked curves. See them battle it out at the criss-cross. Then watch them tangle for the lead on the straightaway.

Includes 20 sections of track, 8 fences, 4 walls for banked curves. 18-volt power pack with rheostat controls, trestle set and even a set of 8 wall pennants. Lap average more than 17 feet; track measures 37x91 inches.

79 N 9502C—Shipping weight 11 pounds.....$16.88

No Money Down on anything Sears sells

Loop-The-Loop

by Lionel

Spin around the loop, take the banked curve, use your Touch-a-matic control to pilot a D-Jaguar or Ferrari around this most challenging course . . all in ½₂ scale

$19.88

Watch a D-Jaguar test the mettle of the Le Mans winning Ferrari. You guide the 5½ inch long racers with hand-held controls at speeds up to 275 scale mph. Push-button controllers equipped with an mph gauge which lets you see how fast the cars are rolling. An automatic lap counter on track records number of laps. Includes a flag and flag pole set, 8 guard rails, 20 track sections and 88 rail clips. You get a trestle set, banking pier set, 12 curved track . . plastic with metal conductors. Power pack. Track measures 45x85 inches. Course 17⅓ feet of racing thrills.

49 N 9524C—Shipping weight 11 pounds $19.88

Both Chevys feature front wheel assemblies that turn for fast cornering

Not one, but two hills add zest to this

Double Hill Racing Set

by Marx

Modified Chevys carry over sized engines . . exciting motor sound . . authentic 1/32 scale cars 5½ in. long

$24.95

Roaring engine sounds make the race track side exciting. See two hot-to-go Chevys, one a convertible, the other a slick roadster, compete for honors. Four extra-long straight tracks make a raised straightaway; curved track and double hill obstacle mark this course as a real challenge. A dozen fence sections help make it a "safe" track. Cars roll on ALLSTATE Guardsman tires and are powered by an 18-volt power pack. Track measures a big 43x100 inches. Average lap 20 feet.

79 N 9503C—Shipping weight 10 pounds. $24.95

Note: All items on both pages UL listed, operate on 110-120 v., 60-c. AC

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49N9932 Each $2.29

MARX EXTRA PLAY VALUE SETS

FORT APACHE

No. 3681 — Fort Apache Play Set — Over 26 Frontiersmen and 14 Indians settle the differences in the rugged West — all activity surrounds the 19" x 26" snap-together plastic stockade and litho metal building. Set also includes cannons, stable, tepee, and field equipment. **$6.50**

No. 4756 — U.S. German Army Battleground Set — Play set includes all new assortment of German figures in characteristic poses, plus new German field pieces, rolling tank, jeep and half-track, pontoon bridge, pellet shooting Howitzer, etc and all scale size equipment needed for the 2 opposing platoons **$5.50**

No. 0631—Daniel Boone Playset—Realistic stockade. Set includes nine 3½" poly plastic frontiersmen in characteristic poses, 7 Indians and a 6 piece snap together stockade fence. Also includes a plastic teepee. **$1.19**

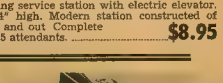
No. 3474 — Day & Nite Service Station — A 15" x 26¼" all steel lithographed service station featuring an operating car wash. 5 plastic cars drive in for service — one goes on operating lift-grease rack, another on elevator for roof parking, others to the plastic pumps for gas. Set includes 5 station workmen, tires, jack and station accessories. A rugged toy loaded with play value! **$5.50**

No. 3496—Service Station—A parking service station with electric elevator. Measures 30½" long, 16¼" deep, 14" high. Modern station constructed of steel, attractively lithographed inside and out. Complete with all the necessary equipment and 5 attendants. **$8.95**

3496

MONORAIL MAIL TRAIN

No. 6/405—Battery Operated Monorail Train Set—The mode of travel of the future. Fun for the youngster in the train set 36" in diameter. Blinking light and horn. Train is 17½" x 3" x 3". **$7.50**



6/405

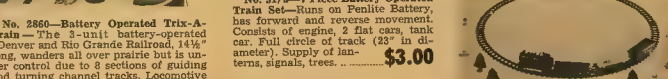
BATTERY TRAIN

No. 31/3—7 Piece Battery Operated Train Set—Runs on Penlite Battery, has forward and reverse movement. Consists of engine, 2 flat cars, tank car. Full circle of track (23" in diameter). Supply of lanterns, signals, trees. **$3.00**

31/3

No. 2860—Battery Operated Trix-A-Train — The 3-unit battery-operated "Denver and Rio Grande Railroad, 14½" long, wanders all over prairie but is under control due to 8 sections of guiding and turning channel tracks. Locomotive pulls two cars through 13" straight guiding track sections. Clever combination of battery train and directional track. **$6.50**

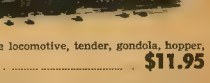
ELECTRIC TRAIN



No 4040—Five Unit Steam Freight Train—027 gauge. Consists of plastic steam type locomotive, tender, gondola, hopper, caboose, 8 sections curved track, connector, 25 Watt Transformer. 41" long, circumference 84". **$11.95**

No. 453—Five Unit Mechanical Freight Train Set—Combining new high impact plastic engine with steel cars Train is 35½" long overall. Track is 27" x 36" with 102" oval. Long running clock spring motor within engine comes with winder key. Locomotive features bell and side rods. **$5.00**

No. 1932— Scenic Express — Train speeds around track and thru tunnel. Crossing gate and semaphore operate when train passes. Beautifully lithographed in full scenic design. Large running clock spring motor. Train measures 11¼", base 21¾" long . . **$4.00**



1932

V–RROOM !-ACTION TOYS

No. 6025—V-Rroom Booster Engine—It roars like real! Even has a safety siren! Needs no batteries! Pump the handle and hear it roar! Flip the switch, and the siren wails loud and clear to warn cars and pedestrians. Attaches easily to handlebars or frame of any bike or trike. 8⅛" x 5⅝" x 8¾"... **$5.00**

No. 0572—V-RRoom Hot Rodder Engine—Idles, revs up and roars like a motorcycle engine. Has Mattel's exclusive handlebar controls, and key operation to make it even more like real. Attaches to almost any bike or trike. Powered by 2 "D" batteries (not included). **$7.00**

No. 6042—V-Rroom X-15—A revolutionary idea to take the place of the ordinary tricycle and pedal cars. Totally different — a Jet on wheels! It banks, swoops, turns, steers with a joy-stick! Its real motor roar comes from a brand-new no-battery V-Rroom motor sound. The most exciting ride ever, yet the safest — because the X-15 is more maneuverable than a pedal-car, more tip-proof than a tricycle. And kids from 3 to 8 are safely snuggled in its bucket seat with adjustable seat belt. About 30" long assembled. **$32.00**

No. 6100—V-Rroom Real Motor Roar Cement Mixer—Hear it idle, rev up and roar. Let it go forward, backward, around in circle, while barrel turns to mix sand, gravel, etc. Even mixes while it's standing still. Flip the switch and barrel turns the other way, to dump the "cement" down the chute. Hi-impact plastic, with translucent windshield, and working steering mechanism. Operates on two or four "D" batteries (not included) 15" long. **$14.00**

No. 6101—V-RRoom Power Wrecker—Press down on winch, and powerful spring sends wrecker along at amazing speed. Pump control handle and it roars! Flip the switch and siren wails! Hi-impact plastic, translucent windows, white side wall tires. 15" long. **$9.00**

No. 6102—V-RRoom Power Pick Up Truck **$7.00**

POWER SHOP

No. 4401—Mattel Power Shop—It runs on real power, it works with real wood! The first toy workshop that makes things worth making! It's the amazing new 4-tools-in-one unit that works as a jig-saw, lathe, sander and drill press. Runs on real current. Can work with real wood, even rugged pine. Special SAFETY features include a saw that can't cut fingers. a lathe tool that can't fly off, and an automatic "off" switch that prevents the power shop from burning itself out. Sturdy all-metal construction. Comes in permanent store-all tool kit. Over 40 pieces in all **$25.00**

LINOPRINTER

No. 4400 Linoprinter—At last! A revolutionary new printing press that kids will love and parents will approve! No more lost type, because the kids make their own type on continuous plastic tape — they can't run out of letters! No more spilled ink or mess because the LINOPRINTER has a permanent built-in ink supply. 9 special printing plates. Makes printing play money, newspapers, phony telegrams, license plates, etc. Made of metal and hi-impact plastic. Comes with lots of paper, 2 rolls of plastic tape for type, 9 printing plates with borders and mastheads. **$12.00**

Vac-U-Form

VAC-U-FORM

No. 0422—Vac-U-Form—Forms plastic reproductions of any small object . . . makes planes that fly, boats that float, jewelry, etc. . . . from molds included in the Vac-U-Form Set. Completely SAFE. Comes with over 50 individual molds, 65 sheets of colored, clear and metalized plastic, paints, cement, clay. Detailed 28-page instruction booklet. Thousands of hours of fun **$16.00**

We also carry an

Assortment of Materials Paks

For Vac-u-Form

Creepy Crawlers Thingmaker

THE THINGMAKER

No. 4477—Creepy Crawlers Thingmaker—It's wild! Now kids can actually make spiders, snakes, bugs, etc. So soft and real, they'll fool anybody! Makes replicas of 30 different creepy crawlers. Wires can be embedded to make 'em sit, stand or crouch. Completely safe. Sturdy metal THINGMAKER complete with molds, 4 bottles of PLASTIGOOP (red, blue, yellow, black) cooling tray, handle, paints, cement hardware, instructions **$12.00**

"Gonks for Everybody," Bartra Says; In Shirts, Hats, Dolls, Bags, Books

Bob Benson, Gonk creator, finds himself surrounded.

"What's a Gonk? It's a fat, stuffed creature with a stomach like a pumpernickel, a melancholy expression, and outstretched hug-me hands. It is about the size of an owl, and doesn't do anything except stand there."

So writes Newsweek magazine about the English-bred creatures brought to this country last yeur by Don Traub and Barney Barnett of the Bartra Corporation, 200 Fifth Avenue, New York City.

According to the two men, licensees have climbed aboard with sweatshirts, hats, beach bags, books, and dolls of all types. Gund Mfg. Company started with stuffed and inflatable Gonks, then Goldberger Doll with hairy Gonks, and Collegeville Flag & Mfg. Company with Gonk costumes.

"There's a Gonk for everybody," Mr. Barnett believes. "Gone Gonk portrays blind youth . . . but don't worry, it's the type of blindness that can be cured with a haircut. Then there's Upside-Down Gonk, viewing the world from the only sensible angle. And Hero Gonk finds being fearless a hair-raising experience. Also on the loose: Fred Gonk, Mac Gonk and a host of others."

"Beware," advises Mr. Traub: "you might be charmed by one without knowing it's a Gonk."

Standard Plastic's Collector's Carrying Case Holds 40 "Matchbox" Cars

The problem of how to tote about collectors' Matchbox cars without damaging them has reportedly been solved by Standard Plastic Products, Inc. of South Plainfield, N. J. The company has designed a collector's carrying case to hold forty Matchbox cars. Measuring 13⅜" by 8" by 3¾", it has two easy-slide trays with separate vinyl-lined compartments to keep the cars free of breaks and scratches.

The case, manufactured under license from The Fred Bronner Corporation, resembles a jumbo matchbox. Made of top-quality vinyl that wipes clean with a damp cloth, it has a vivid silk-screened cover and a convenient carrying handle to allow the collection to be easily carried about in a safe position.

The Matchbox Series Carry Case retails for $3.

Franklin Butler

Many old-timers in the toy and hobby industry were saddened to learn of the death of Franklin Butler on February 10.

In his 83rd year at the time of his passing, Mr. Butler had been associated with Toys & Novelties for over 48 years.

Frank Butler

He first became a member of the magazine's staff in 1917, and during the ensuing years up to 1935 was active in both the advertising and editorial departments of that publication when he was appointed editor, which post he occupied until his retirement in 1955.

Mr. Butler will long be remembered throughout the hobby industry for his constructive work which contributed to the establishment of the Hobby Industry Association in 1940. Holding the post of secretary of the HIA from its inception up to 1951, he played an important part in the growth and progress the association enjoyed during its formative years.

Mr. Butler is survived by his daughter, Mrs. J. E. Caldwell of Berwin, Ill. and several grandchildren.

Gaston and Anderson Appointed by Hubley

The Hubley Mfg. Company of Lancaster, Pa., has appointed Ray Gaston and Karl Anderson as its representatives in Texas, Oklahoma, Arkansas and Louisiana. Their headquarters and showroom are at 2844 Dallas Trade Mart.

Mr. Gaston has been in the toy field for more than 10 years, in manufacturing and selling. Mr. Anderson, who has had more than 10 years' experience selling toys, is also a past president of the Southwest Toy and Hobby Association. The men became partners in 1960.

Hubley's line includes die-cast metal toys, cap guns, holster sets and metal car kits.

Franco-American: Jan. '19

Among the French parlor games made in the U. S. were the Spiral Diver, in which players could try to simulate flying experts, and Bowlinette, a combination of the regular bowling game and a French game played on a billiard table with a cork and two balls.

Mattel's Talking Hand Puppets

each $3.99

Pull the Chatty ring . . hear puppets' comic phrases. You never know what they'll say next. No batteries required . . and you can make their mouths move as they talk.

1 **Bugs Bunny.** Vinyl face, fluffy plush body. 15 in. to ears.
49 N 6174—Shipping weight 1 pound 4 ounces..... $3.99

2 **Woody Woodpecker.** Vinyl head, soft cloth body. 15 in.
49 N 6162—Shipping weight 1 pound 4 ounces..... $3.99

3 **Porky Pig.** Vinyl head, soft cloth body 12 in. tall.
49 N 6145—Shipping weight 1 pound 4 ounces..... 3.99

4 **Mr. Ed.** Vinyl head, plush body, yarn mane. 12½ in.
49 N 6172—Shipping weight 1 pound 4 ounces..... 3.99

Musical Winnie the Pooh Hand Puppet

$4.19

5 Lovable bear now a Walt Disney puppet of apricot plush. Plays nursery tune on Swiss music box when string is pulled. Cotton-stuffed head, big black eyes. 14 in.
49 N 6118—Wt. 1 lb. 2 oz. $4.19

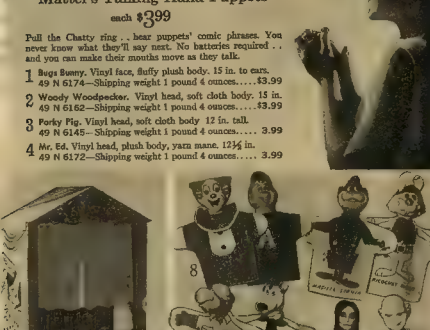
Winnie the Pooh and Tigger Hand Puppets

Tame fellows by Walt Disney have cotton stuffed heads. 14 in. tall.

6 **Tigger.** Gold and black plush.
49 N 6116—Wt. 12 oz. $2.77

7 **Pooh Bear.** Apricot plush.
49 N 6115—Wt. 12 oz. $2.77

$2.77 each



Puppet Theater converts to Marionette Stage

$4.94

Theater of sturdy reinforced fiberboard is colorfully printed in red and blue on white background. Plastic curtain hangs from top for use with performing marionettes. Shift curtain to bottom . . and there's a puppet stage. 5 feet tall . . lots of room for young puppeteers to work. Unassembled. Puppets not included.
79 N 6203C—Wt. 9 lbs.... $4.94

Popular character Hand Puppets

Each
Set of 2 $1.87

More fun than ever because they come in pairs. Favorite story and TV characters have brightly colored cotton bodies, soft vinyl heads. Comic performers 10 inches high.

(8) 49 N 6147—Bozo and Alvin
(9) 49 N 6107—Magilla and Ricochet Rabbit
(10) 49 N 6110—Peter Peanuts and Breezly
(11) 49 N 6109—Morticia and Uncle Fester
(12) 49 N 6146—Witch and Troll
(13) 49 N 6108—Herman and Lily Munster
Shipping weight set 8 ounces.....Set of 2, $1.87

Ventriloquist Dummies

$5.89 and $6.94

Like the ones professional performers use. Jerry and Danny, the saucy dummies you've seen have strings you pull to make them "talk". Learn to "throw" your voice, using the record below to learn how it's done. Fully clothed, with vinyl heads, cotton stuffed bodies. Instructions.

14 **Danny O'Day.** About 30 inches tall.
49 N 6158—Shpg. wt. 3 lbs..... $6.94

15 **Jerry Mahoney.** About 24 inches tall.
49 N 6157 -Shpg. wt. 2 lbs. 8 oz. 5.89

33⅓ rpm Record and Skit Book by Jimmy Nelson
49 N 6204—Wt. 1 lb... .....$2.89

Sears has wonderful Dolls that walk

Hold her hand, and this pretty 16-inch Miss walks along with you

1 So charming—and so low priced. Vinyl, with jointed arms and legs, movable head, sleep eyes. She wears a bright red velvet dress with a white yoke, lace trim. Has long hair that combs beautifully.
49 N 3187 – Wt. 1 lb. 7 oz **$3.99**

36-inch Walking Doll

2 She's almost as big as you are when she walks at your side. Dressed can wear a little girl dresses. With vinyl head, open-and-shut eyes. Dressed in blue velvet coat and hat, lawn dress, and panties, shoes, socks.
79 N 34971 – Wt. 7 lbs. . **59.99**

Here's an 18-inch Toddler Doll who'd just love to stroll with you

A chubby little sweetheart who has rooted hair with bangs and cute pigtails. Her eyes open and shut, and she wears a pretty red velveteen dress with long white lace-trimmed nylon sleeves, panties, shoes and socks. See how well she walks when you hold her hand.
49 N 3517—Shipping wt. 2 lbs. 6 oz. **$4.99**

Walks by herself, like a real baby!

Baby First Step
by Mattel

$9.99 without batteries

Her realistic walking motion is battery-powered

The first and only doll to walk all by herself . . clear across the room! Just turn on the hidden switch and watch Baby First Step toddle to you. She's a plump little dear, with rooted synthetic hair, big open-and-shut eyes. Adorable toddler wears a pink taffeta dress with sheer overskirt, socks, shoes, and she's 18 inches tall. Order 2 "D" batteries below.
49 N 3018 Shipping weight 3 lbs. 3 oz . . . . . **.$9.99**
49 N 4660 "D" Battery. Wt. ea. 4 oz. . . Each 16¢; 4 for 60¢

Three little girls in blue

Dress-alike beauties

3 **Love me Linda.** Has a hint of a fingering tear in her wide painted eyes, wears a brave smile for you. A slim "growing-up" doll dressed in pale blue embroidered nylon, with a velvety blue overskirt and hat, sheer slip, shoes, socks. 15 in. tall.
49 N 3181 – Wt. 1 lb. 8 oz. . . . **$4.99**

4 **Posy Baby.** Dressed in blue, from the tip of her pixie hat to the toes of her jersey pixie suit. Wears an embroidered blue nylon and velvet jumper and bonnet. Made of soft bendable foam over a wire frame to pose and bend and twist any way you want. With a sweet vinyl face, open-and-shut eyes. A cute 17 inches tall.
49 N 3180 Wt. 1 lb. 14 oz. . . **$6.97**

5 **Angel Baby.** Plump and pretty little girl with sweet rooted hairdo wears a lace-embroidered dress in sheer nylon and velvetex, a slip, plastic shoes, socks, a blue bow in her hair. 14 in. tall, with sleeping eyes.
49 N 3179—Wt. 1 lb. 11 oz. . . **$4.99**

So pudgy and so soft and supple . . you can pose her in so many cute and impish ways

Posi Playmate
$4.99

Posi Playmate is made of soft foam over a flexible wire form . . . to pose in so many different ways, and to stay where you pose her until you move her again. Hands and head are vinyl, pixie-cut hair is rooted. She has movable eyes with a beguiling side glance, and wears a part one-piece embroidered cotton coverall. 19 inches tall.
49 N 3189—Shpg. wt. 1 lb. 12 oz. **$4.99**

The spot you spank

A very precious looking doll and really quite special. When you turn her over and spank, she fusses like a real baby. Feeds from her own bottle, too . . and what an appetite she has. Soft rooted hair. sleeping eyes . . soft, chubby arms. Vinyl. Dressed in bright red play outfit. And all 20 inches of her are as tender and lovable as they can be.

Shpg. wt. 2 lbs. 5 oz.
49 N 3126.....$5.99

Eyes open, close when she moves . . sheds real tears after her bottle

$8.88

14-inch Tearful Tiny Thumbelina. All you do is rock her gently and she opens and closes her pretty eyes. Press her stomach to see her eyes fill up with tears. When you wind her, Thumbelina moves and stretches as live babies do. This wistful bundle of joy arrives gaily dressed in blue stripe outfit with pink bib. Beautifully crated with vinyl head, arms and legs, and baby-soft cloth body. Fully rooted hair. And because Thumbelina's such a frisky, real acting baby, she's going to need a whole lot of love and care.
49 N 3121—Shipping weight 1 lb. 8 oz. **$8.88**

14-inch Tiny Thumbelina. Wind her up . . she moves like a real baby. Pretty painted eyes. Organdy dress, cotton slip, diaper, booties.
49 N 3211—Shipping weight 1 lb. 8 oz. **$6.99**

WA-A-A
BABY
BOO
Acts like a real baby . . give her the pacifier and she stops crying
Cover her with a blanket and she stops crying
No buttons to press
$9.99
without batteries

What's more magical to a little girl than a doll that does all this and *even stops crying when you turn out the light!* Soft polyethylene. 21 in. tall. Boo comes with own romper outfit, booties, bow, pacifier. Order 2 "D" batteries below.
49 N 3026—Wt. 3 lbs. 9 oz.. . . . . **$9.99**
"D" Battery. Shpg. wt. each 4 oz.
49 N 4660.....Each 16c; 4 for 60c

Mattel's Baby Pattaburp

Wouldn't it be exciting to own a doll like this? Feed her, place her on your shoulder, pat her on back . . and she burps. Eyes close when you lay her down. Rooted hair. Soft body. All dressed up in a pink dress, panties, booties. 16 inches of sweetness in all. As you feed her with her own special bottle, the milk disappears . . then bottle magically refills itself.
49 N 3119—Shpg. wt. 2 lbs. 4 oz.....**$7.99**

Even baby-talks nursery rhymes

This is Mattel's Baby Cheryl. Just listen to what she has to say . . "Jack and Jill, up the hill" . . "Three little kittens, meow." All you do is pull her Chatty-Ring®. And what a cuddle-wonderful doll she is, all dressed in daisy-print dress, panties, booties. Eyes close. Rooted hair can be combed. Although a baby, Cheryl's still 16 in. tall.
49 N 3024—Wt. 1 lb. 8 oz. **$7.67**

MATTEL INC.

COLORED - CHATTY-CATHY

Dark eyes and hair, dressed in removable pink and white peppermint-stick dress with embroidered white eye-let pinafore, white socks & pink velvet shoes, proven-patented - voice, unit.

Stock No.	Mfg. No.	Size	Each
489-575	742	20 in.	$ 16.00

Four in a carton, 13 lbs.

BABY CHERYL

16-inches tall, soft baby doll. Says Nursery rhymes by pulling Chatt-ring.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-825	3040	14 lbs.	$ 13.00

Six in a carton

DEE-DEE

The Cut 'N Button doll with fashion wardrobe. 15-inches tall. Rooted hair-Movable head and limbs.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-841	3033	12 lbs.	$11.00

Six in a carton

DROWSY

Soft talking rag doll. Chatty-ring say eleven different sleepy-time sayings.

Stock Nol	Mfg. No.	Wt. ctn.	Each
481-622	3091	12 lbs.	$ 7.25

Six in a carton

SHRINKIN VIOLETTE

She talks, mouth moves and eyelids flutter. Soft and cuddly. 12-inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
485-888	5383	13½ lbs.	$ 14.00

Six in a carton

BABY PATTABURP

She drinks her milk and actually burps like a baby. Dressed in pink jacket & trimmed with lace and ribbons. 16-inches tall.

Stock No.	Mfg. No.	Wt. ctn.	Each
485-821	3090	14 lbs.	$ 12.25

Six in a carton

BABY FIRST STEP

Doll that walks clear across a room. Natural looking soft vinyl - has rooted synthetic hair/works on 2—D-batteries. Less batteries.

Stock No.	Mfg. No.	Wt. ctn.	Each
488-783	3035	15 lbs.	$ 20.00

Four in a carton

SINGING CHATTY

17-inches tall, bright red dress, has rooted hair. Chatty-ring makes her sing.

Stock No.	Mfg. No.	Color	Each
488-791	3055	Blonde	$ 15.00
488-809	3056	Brunette	15.00

Six in a carton, 17½ lbs.

AUBURN - CHATTY CATHY

Red velvet bodice, white taffeta collar, white lace skirt, red velvet shoes. Chatty ring with 18 different phrases-

Stock No.	Mfg. No.	Size	Each
493-098	0745	20in.	$ 16.00

Six in a carton-19 lbs

BLONDE - CHATTY CATHY

Stock No.	Mfg. No.	Size	Each
493-148	0746	20in-	$ 16.00

Six in a carton, 19 lbs-

BRUNETTE - CHATTY CATHY

Stock No.	Mfg. No.	Size	Each
493-536	0747	20in-	$ 16.00

Six in a carton, 19 lbs-

CHATTY CATHY WARDROBE PLAYTIME

(Without Doll)

Cute, blue denim shorts/white T-shirt/red and white striped jacket/tan sandal, red sun shade-hat.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-591	697	5 lbs.	$ 3.00

Twelve in a carton

Talk of the Town TOYS

Have you ever seen Toy Values like these? . . they're just 5 of more than 1500 on sale in this, our most exciting Christmas Catalog. Order today from these two pages and from Pages 160-311. We know you'll agree they are really the "Talk of the Town".

"Shrinkin' Violette" *by* Mattel

The talking doll whose eyelids flutter and mouth actually moves *At Wards* $6.83 12-in. tall

JUST A HUGGABLE, LOVABLE LI'L OLE DOLL that will steal away the heart of any little girl. Shrinkin' Violette by Mattel® is pure sweetness that fairly begs to be cuddled. She says 11 different phrases in a shy, coquettish voice and flutters her eyelids. Her mouth actually moves when she talks. She's so soft and squeezable and has the prettiest yarn hair, caught up with tiny bows. Dressed in a perky little print fore and dress up shoes. Shrinkin' Violette sits up almost anywhere and chats on and on with her little mistress. Be sure to see our many more beautiful dolls on Pages 163 to 181.

48 T 4135 – Ship. wt. 1 lb. 4 oz. *A Talk of the Town Value at Wards* . . Only $6.83

At Wards $1.99

Peep-A-Tune Piano

DELIGHTFUL SWISS MUSIC BOX PIANO plays merry nursery rhyme while "dancing pictures" move on screen. The cat fiddles, the dog bounces with laughter, the cow jumps over the moon and the dish runs away with the spoon. Spring wound. Ages 2 6. Abt. 3x6¼x7 in. high. Ship. wts. 1 lb. 8 oz.

48 T 9048—Blue. *Hey Diddle Diddle* . . . . . Only $1.99

48 T 9049—Pink. Like above but plays and shows *London Bridge Is Falling Down* . . . . . Only $1.99

WARDS BASIC

Copyright 1964 by Montgomery Ward & Co. Inc.

At Wards $3.60

Crazy Clock Game . . . *fun for the whole family*

IDEAL'S WACKY, NEW CRAZY-CLOCK GAME. 2 to 5 energetic engineers play cards for the fun of putting together this zaniball contraption. Here's how it works when completed. The winner winds alarm which causes broom to sweat out . . . car drops ball of yarn down rickety stairs . . . opening creaking door which rotates umbrella . . . causing shoe wheel to roll down track and knock golf ball off tee . . . into drain pipe, hitting golf club . . . which springs red flannels up to crow's nest . . . which causes egg to fall from nest into oaken bucket and onto pool table . . . going out end pocket . . . pushing Do Not Disturb sign . . . which tips flame of candle against foot of sleeper who springs out of bed! *More games.* Pgs. 275 to 286.

48 T 826 – Ship. wt. 3 lbs. 2 oz. . . Only $3.60

This Christmas Call Wards for Talk of the Town Values. See Pg. 342 for No. nearest you.

Mattel's Shootin' Shell Buffalo Hunter Set $5.99

Shoot caps and bullets with 26-in. lever-action Western style rifle or 9-in. Fanner six-shooter. Rifle ejects shell. Metal and plastic. Flexible knife, leather case, holster, belt, 9 cartridges, 30 bullet noses.

79 N 2681C—Shipping weight 3 pounds $5.99

Mattel's Winchester Frontier Set $3.99

Lever-action 26-in. Shootin' Shell rifle shoots caps, bullets, ejects shell. Fanner 10¼-in. pistol shoots caps. Both made of plastic and metal. Black Dura-Hyde® plastic holster, belt, 2 cartridges, 6 bullet noses.

79 N 2644C—Shipping weight 3 pounds $3.99

Hubley's Buckaroo Set $2.99

For long range or close-up shootouts . . 27-in. lever-action Western style rifle with scope. "Jeweled" brown leather holsters hold 7¼-in. nickel-finish metal pistols. Rifle and pistols shoot roll caps. Adjustable leather belt.

79 N 2843C—Shipping weight 3 pounds $2.99

Western Marshal Outfit

Your fightin' fame spreads throughout the West . . and you're ready with saddle carbine for distant "shots", pistols and bowie knife for the showdowns

$4.99

Authentic Western rifle is a 32-in. beauty. Real lever action, shoots 250 caps. Black steel barrels, nickel-plated working parts, embossed simulated curly maple stock and fore-end. Two 7½-in. nickel-finish pistols shoot roll caps. Quick-draw leather holsters in natural two-tone finish, "rope spot" design. Flexible 9-in. knife in matching leather case fits belt. Marshal's badge

79 N 2832C—Shipping weight 4 pounds . . . $4.99

Scaled down guns and holsters for younger cowboys

Western tooled Double Holster $1.79

Contour belt of top-grain leather Two 6½-inch nickel-finish metal pistols shoot single caps. Three play bullets in clip on belt. Fits 18 to 23-inch waist.

49 N 2835—Wt. 12 oz. . . $1.79

Black leather Double Holster. Handsome silver-color metal conchas, contrasting screened trim. Nickel-finish 6-inch pistols shoot single caps. Separate adjustable belt fits 16 to 23-inch waist.

49 N 2839 Wt. 10 oz. . 99c

Cap-firing rifle and double holster Set $1.99

Lever-action 27-inch rifle shoots roll caps. Plastic and metal. Two 6-inch metal pistols shoot single caps. Leather holsters, "jewel" conchas, brown and white finish. Belt. Fits 18 to 23-in. waist.

79 N 2842C—Wt. 2 lbs. . . $1.99

8-piece Outfit for small gunslingers

Includes rifle, 2 pistols, vest, 'kerchief with holder, "white fur" trimmed double holsters $3.39

Plastic and metal 27-in. Western rifle shoots roll caps. Brown leather holsters sport "jeweled" conchas, hold 6-in. single shot pistols. Fits 18 to 23-in. waist.

79 N 2844C—Shipping weight 2 pounds $3.39

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

NOTE: Caps not included with any cap-firing toy

Only genuine top-grain cowhide looks authentic, feels smooth and wears long. Every belt and holster on this page is made of this fine leather. And all sets are Sears exclusive designs

$3.99

LIGHTNIN' FAST
DOUBLE HOLSTER SET

Guns whip out with sweep of hands . . cylinders revolve with each shot

Fast-draw tubular-style holsters let you wear guns "butt back" for quick action or forward for slick cross-draw. Natural tan finish holsters and full-contour belt lavishly tooled with Longhorn design in contrasting brown. Leg ties. Famous Texan 10½-inch nickel-plated metal pistols with plastic simulated bone handles fire roll caps. Six silver-color play bullets . . 3 each in 2 belt clips.
49 N 2838—Shpg. wt. 2 lbs. 8 oz. $3.99

Belts on these pages fit waists up to 38 inches unless otherwise noted. Caps not included with any cap-firing gun.

$3.99

TV's Bonanza Double Holster

Embossed natural color hip-slung belt, fast-draw holsters. 9¼-inch nickel-plated 50-shot cap repeaters, bone-like handles
49 N 2643 Shpg. wt. 2 lbs. 8 oz. . . . $3.99

$3.99

TV's Matt Dillon Double Holster

Fast-handling 9¼-inch nickel-plated 50-shot pistols, bone-like handles. Natural finish belt and "jeweled" quick-draw holsters.
49 N 2703—Shpg. wt. 2 lbs. 8 oz. $3 99

$2.99

Roy Rogers Double Holster

Natural tan finish contour belt, cross-strap holsters, leg ties. Two 8-inch nickel-finish pistols shoot roll caps. Brown wood like handles.
49 N 2840—Shpg. wt. 1 lb. 8 oz. . . . $2.99

$2.99

Black Raven Double Holster

Tooled black leather contour belt, "stand-off" style holsters. Nickel-finish 8-inch 50-shot cap repeaters, bone like handles.
49 N 2828—Shpg. wt. 1 lb. 12 oz. . . . $2.99

$1.99

Western Star Double Holster

Holsters and belt in deep embossed natural finish. Nickel plated 50 shot 7½-inch metal cap repeaters. Fits 21 to 26-in. waist.
49 N 2827—Shpg. wt. 1 lb. 8 oz. . . . $1 99

$2.99

Wild Mustang Single Holster

Embossed tan and brown finish contour belt with tubular holster for fast or cross-draw. 10½-inch nickel-finish roll cap repeater
49 N 2837 Shpg. wt. 1 lb. 8 oz. $2.99

$1.95

Quick-Draw Single Holster

Stand-away holster, hip slung belt in tooled tan and cordovan finish. 50-shot 8-inch metal cap pistol Fits 21 to 26-in. waist.
49 N 2825—Shpg wt. 1 lb. $1.95

Helps cowpokes keep the bunkhouse neat . .

Western Gun and Clothes Rack

$3.49

Six horseshoe hooks for guns, holsters, pants, hats. 20x20-in. lacquered solid pine with thongs, conchos. Hardware. Unassembled.
49 N 2734C—Shpg. wt. 4 lbs. $3.49

Save this catalog . . you can order toys on pages 441 to 673 from now until September 1, 1966.

DEPT. T

MATTEL INC.

TALKING WOODY WOODPECKER

Patented voice–unit. 18–inches tall, corduroy suit, felt hands/feet.

Stock No.	Mfg. No.	Wt. ctn.	Each
480–673	5313	11 lbs.	$ 9.50

Six in a carton

TALKING HERMAN MUNSTER HAND PUPPET

He says ten different things, has soft-plastic face and hands. Cloth jacket

Stock No.	Mfg. No.	Wt. ctn.	Each
481–671	5378	9 lbs.	$ 7.25

Six in a carton

PORKY PIG HAND PUPPET

Soft plastic face, chatty–ring, says 10 different things.

Stock No.	Mfg. No.	Wt. ctn.	Each
490–185	5370	9 lbs.	$ 7.25

Six in a carton

TALKING BUGS BUNNY HAND PUPPET

Says funny phrases at random. Grey & white fluff plush with vinyl face. 15–inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
498–238	0376	8½ lbs.	$7.25

Six in a carton

BOZO THE CLOWN TALKING HAND PUPPET

Says ten different phrases. Flaming red hair, white felt hands.

Stock No.	Mfg. No.	Wt. ctn.	Each
480–665	5379	9 lbs.	$ 7.25

Six in a carton

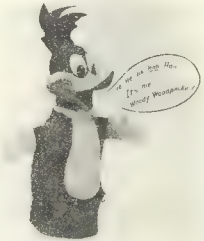
MR. ED TALKING HAND PUPPET

You can move his mouth as he talkes. Vinyl head, plush–body, yarn maine –12½–inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
498–329	0377	9½ lbs.	$ 7.25

Six in a carton

TALKING WOODY WOODPECKER HAND PUPPET



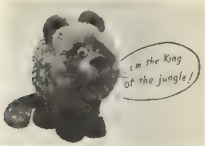
Laughes plus funny sayings. Vinyl head and soft–cloth body.

Stock No.	Mfg. No.	Wt. ctn.	Each
485–946	5374	8 lbs.	$ 7.25

Six in a carton

MATTEL INC.

LARRY THE TALKING LION



Mouth moves when he talkes. He says 11-different phrases. 13-inches tall-Soft Apricot-plush.

Stock No.	Mfg.-No.	Wt.ctn.	Each
485-979	0381	13 lbs.	$ 16.00

Four in a carton

CRACKERS-THE-TALKING PARROT

When he talks his beak moves. He says 11-different things. 15½-inches tall Soft plush with vinyl beak.

Stock No.	Mfg.-No.	Wt.ctn.	Each
485-995	0382	13 lbs.	$16.00

Four in a carton

CHESTER O' CHIMP

The talking plush chimp says eleven different things. 14-inches tall, black plush body, bright cotton vest.

Stock No.	Mfg.-No.	Wt.ctn.	Each
488-726	5385	13 lbs.	$ 16.00

Four in a carton

TATTERS RAG DOLL

Lovable rag doll with Chatty-ring that says eleven different things. Soft cotton with bright clothes and yellow yarn hair.

Stock No.	Mfg.-No.	Wt.ctn.	Each
488-734	5320	11 lbs.	$ 10.00

Six in a carton

PORKY PIG RAG DOLL

Soft head, cotton body. Says ten different phrases when Chatty-ring pulled.

Stock No.	Mfg.-No.	Wt.ctn.	Each
488-759	5318	13 lbs.	$ 10.00

Six in a carton

T-BONE HOUND

Soft cotton body. Vinyl face. Eleven different phrases with Chatty-ring.

Stock No.	Mfg.-No.	Wt.ctn.	Each
488-767	5317	11 lbs.	$ 10.00

Six in a carton

TALKING BOZO

He says many different phrases. 18-inches tall, dressed in blue & white polka-dot clown suit.

Stock No.	Mfg.-No.	Wt.ctn.	Each
497-891	0314	11 lbs.	$9.00

Six in a carton

TALKING BUGS BUNNY

Stands 24-inches tall to tips of ears, in fluff-plush with vinyl face & hands. Bugs famous voice wisecracks -Eleven different sayings at random, like, Whats-up-Doc?

Stock No.	Mfg.-No.	Wt.ctn.	Each
481-689	5312	14 lbs.	$ 10.00

Six in a carton

$9.99

Sporty, compact steel Tee Bird

Smartly styled in Bahama blue with gleaming white trim. Nylon-bearing drive for easy handling. 2-position pedals adjust to accommodate children of different ages. Modern jet-type steering wheel. Durable 8-inch rubber molded tires roll smoothly. 15 inches wide, 33 inches long. Partially assembled.

79 N 8952L—Shipping weight 24 pounds..... $9.99

Light flashes, bell clangs . . there's room for two on this Hook and Ladder

$19.99 without batteries

Race to a "fire" in your big 45-in. red steel truck. Ball-bearing, rubber-tire wheels. 2 wooden ladders, key and lock on dash. Plastic windshield has wiper blade. 5 position precision-made pedal adjustment. Partly assembled. *Order 1 "C" battery.*

79 N 8936L—Shpg. wt. 35 lbs. $19.99

"C" Battery. Shpg. wt. each 2 oz.

79 N 4665—Each 16c. . 4 for 60c

Chain-drive Fireball Racer

$19.99

Red and white Racer has adjustable bucket seat. 8-in. ball bearing front wheels, 10-in. rear wheels. Heavy-gauge steel body with exhausts, roll bar. Partly assembled. 42-in. long.

79 N 8921L—Wt. 35 lbs. $19.99

Chain-drive Speedster

$17.88

Speedster has push-pull handle . foot steering. Ball bearing wheels, semi-pneumatic tires. Steel; red and white. Partly assembled. Freight (rail or truck) or express. 35-in. long.

79 N 8927N—Wt. 35 lbs. $17.88

Go, boy, go . . in this Tot-Rod Racer with over-size tires, chain drive

$14.88

Whip around your back yard like a racing pro. This vermilion red and white super flash is heavy-gauge tubular steel for lots of use. Has drop wedge frame and roll bar. Smooth-working chain drive on rubber-tire wheels . . 10-inch rear, 8-inch front. Adjustable bucket seat for modifying leg room. Jet type steering wheel. 42 inches long over-all. Partially assembled.

79 N 8976L—Shipping weight 30 pounds... . $14.88

Thunderod Racing Special makes real motor roar

$24.99 without batteries

"Rev up" motor to a throaty growl. Stick shift on dash operates battery-powered motor noise. Realistic plastic "exhausts" and air scoop. Red and white steel body, 42 in. long. Chain drive. Partially assembled. *Order 2 "D" batteries, facing page.*

79 N 8947L—Shpg. wt. 37 lbs. . .$24.99

Pink and white Jeep with fringed canopy top

$19.88

Water-repellent, vinyl coated shake cloth canopy covers 40-in. steel Jeep. Nylon-bearing wheels; pedal drive. Adjustable pedals. Partly assembled

79 N 8970L—Wt. 36 lbs. $19.88

Dash-operated "engine" sounds real . . nestles between the high-rise bars

"Dashboard" includes "speedometer," volume control, gauges

Now . . A Trike with Auto-type "dashboard"

$16.99 10-inch

Really roll with all ball-bearing wheels. 1¼-in. tubular steel "U" frame. Adjustable handlebars, double-coil sprung seat. 1¾-in. semi-pneumatic tires. Turquoise finish. Unassembled. Order 2 "C" batteries below

79 N 8717L—10-inch front wheel. Shpg. wt. 23 lbs. . . . $16.99
79 N 8718L—12-inch front wheel. Shpg. wt. 25 lbs. 17.99
79 N 8719L—16-inch front wheel. Shpg. wt. 29 lbs. 19.99
79 N 4665—"C" Battery. Shpg. wt. each 2 oz. . . Each 16c; 4 for 60c

Control stick turns the rear wheels

Mattel's X-15

Jet-age trike turns, banks, swoops. Sturdy steel, silver blue. V-RROOM! motor sound has on-off switch. No batteries. Semi-pneumatic tires. 30x17 in. wide. Ages 3 to 8. Partly assembled. Wt. 30 lbs.
79 N 8633L . $18.44

$18.44

Seat belt holds tot securely in tilt-action bucket seat

Kiddie Trike

For tots with 11 to 14-inch leg reach. Tubular steel frame, red enameled. Adjustable metal seat. Chrome-plated handlebar. 1¾-in. rubber tire on 8-in. wire spoke front wheel . . rubber-tired disc-type rear wheels. Unassembled. Wt. 10 lbs.
79 N 8547C. $5.99

$5.99

Dolly Seat $2.97

Fits any trike. 6x9 inches, strong turquoise plastic, steel bracket. Hold-in strap, beads, bell. Removable . . converts to chair, car seat. Doll not included
49 N 6636—Wt. 4 lbs. $2.97

Priced low yet these Trikes have double-deck step plates

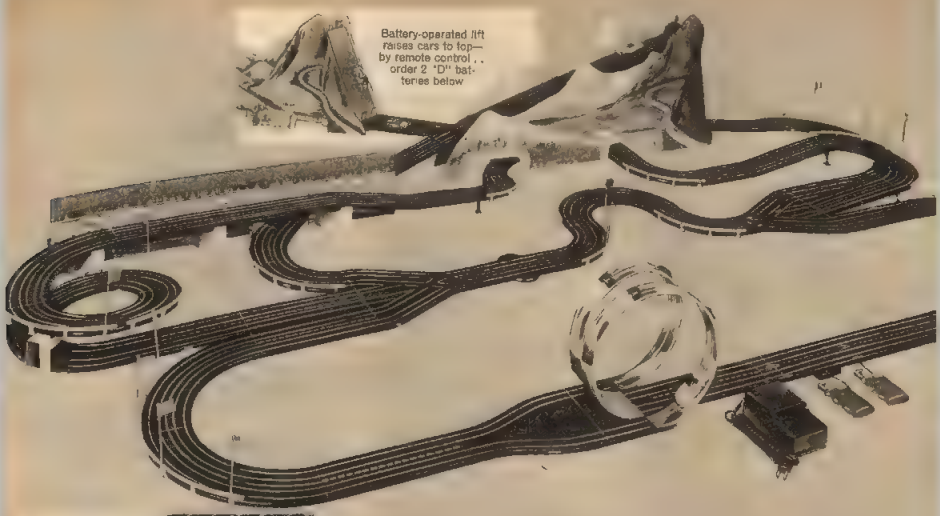
Tubular steel construction with handlebars and steel seat that adjust. Front wheel has nylon bearing. Semi-pneumatic tires. Plastic grips and pedals. Attractive red and white finish. Unassembled. Listed by front wheel sizes.
79 N 8513L—10-inch. Shpg. wt. 16 lbs. $7.49
79 N 8514L—13-inch. Shpg. wt. 19 lbs. 8.49
79 N 8515L—16-inch. Shpg. wt. 23 lbs. 10.49

Ball bearings in front wheel make these Trikes easy to pedal

Built to please the peewee pedalers. Full 1¾-in. tubular-steel "U" frame, extra-wide rear step-up platform for easy mounting. Adjustable chrome-plated handlebars, steel seat. 1¾-in. semi-pneumatic tires. Plastic grips, streamers, pedals. Red and white finish. Unassembled.
79 N 8710L—10-in. front wheel. Wt. 18 lbs. $9.97
79 N 8711L—12-in. front wheel. Wt. 19 lbs. 10.97
79 N 8712L—16-in. front wheel. Wt. 23 lbs. 11.97
79 N 8713L—20-in. front wheel. Wt. 29 lbs. 13.97

High-rise bars like big brother's bike *plus* plastic windshield

Dashingly styled for dashing young riders. "U" type construction of 1¾-inch tubular steel, wide step-up platform, chrome-plated fender. Turquoise and chrome finish. Adjustable vinyl-covered seat, double-coil chrome springs. *All* wheels ball-bearing for easiest pedaling. 1¾-inch white-striped semi-pneumatic tires. Plastic grips, streamers. Unassembled.
79 N 8720L—10-in. front wheel. Wt. 20 lbs. $14.97
79 N 8721L—12-in. front wheel. Wt. 22 lbs. 15.97
79 N 8722L—16-in. front wheel. Wt. 26 lbs. 17.97



Your car is raised by power lift to top of mountain . . then it zooms down mountain pass at breath-taking speed and fish-tales into first curve

This is just one of the thrilling features of Sears new MATTERHORN HO Road Race

$39.95

Made by Lionel

Fast mountain roads, long straightaways, even a daring loop-the-loop. Actually over 40 feet of track, made into a thrilling race that is run on three separate circuits. The mystery route selector sends you on any one of the 3 courses, each with its own special feature . . the loop-the-loop, the winding tight-curve descent, and the power-lift ride to the top of the mountain. Complete with XKE Jaguar and Thunderbird. Two hand controllers with brake and miles per hour indicator. 18-volt power pack.

79 N 9507C—Shipping weight 16 pounds.....**$39.95**

79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz.....Each 16c; 4 for 60c

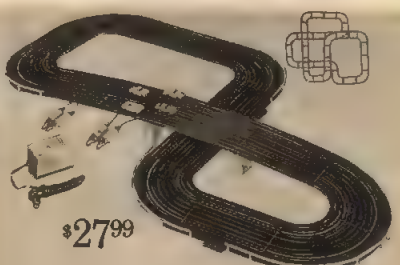
$15.99

Sky Driver HO Road Race by Marx

- 11 feet of exciting roadway in area only 41x48 inches wide
- Two racing cars with high-speed competition-designed motors
- Exclusive stick shift controls duplicate thrill of gear shifting

Loads of fast action with the special Lane Changer Track to equalize the course, a wiggle obstacle track (duplicates a tricky oil slick or other such obstacle) . . but the greatest thrill of all is the Daredevil Jump where your car takes off and flies through the air. Lap counter records the race to ten laps. With controls, trestles, flags, 19-volt power pack included.

79 N 9534C—Shipping weight 7 pounds..... **$15.99**



$27.99

Aurora 4-lane HO Road Race

- Famous Ferrari, Cobra, Sting Ray and Mustang race cars
- Powerful Thunderjet 500 motors give cars tremendous speed
- 11 feet of 4-lane track converts to 20½ feet of 2-lane

Cars spin-out and weave on curves just like real racers, for fun and excitement at every turn. Real skill and timing are needed for fast lap times. Four plastic and metal cars about 2½ inches long, each with a push-button control. Chrome bumpers and rubber tires. Makes 2½x5-ft. layout with 4-lanes. With guard rails, trestles. 20-volt power pack.

79 N 7623C—Shipping weight 8 pounds.....**$27.99**

Note: All Road Race Sets UL listed for 110–120-volt, 60-cycle AC.

ELDON 1/32 Scale Cars

For all Eldon Standard Road Race Sets. Plastic and metal replicas of famous racing cars. Powered by electric motor. Gear-driven. Rubber racing tires. Decals. 6-in. long. Assembled.

1 **"Offy" Roadster.** The front engine champ. Wt. 13 oz.
49 N 9997.....$3.97

2 **Corvette Sting Ray.** Sleek fast back. Shpg. wt. 10 oz.
49 N 9991.....$3.97

3 **Indianapolis Formula 1.** Shipping wt. 4 oz.
49 N 9995.....$1.97

4 **Lotus Ford.** Shipping weight 10 oz
49 N 9994.....$3.97

5 **Crash Car Jalopy.** Race it . . crash it . . watch it fly apart. Snaps back together easily, all set for another crash.
49 N 9990—Shipping weight 7 ounces.....$1.99

ELDON 1/32 scale Accessories

For all Eldon Standard Road Race Sets. Enlarge and update your racing layout. Track sections made of asphalt-black plastic with metal conductors.

6 **Straight Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9986... Pkg. 79c

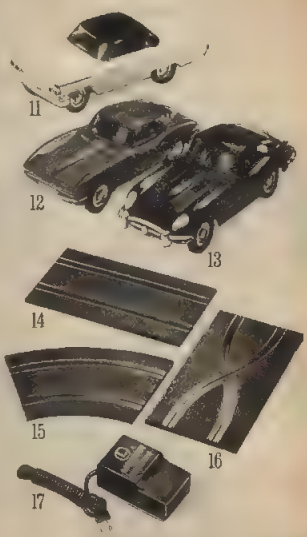
7 **Curved Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9985.....Pkg. 99c

8 **Power Pack.** 16-volt DC. UL listed for 110-120-v., 60-c. AC. On-off switch. Shipping weight 1 lb. 10 oz.
49 N 9952.....$4.97

9 **"Christmas Tree" Start** with finish-line win selector. Lights flash in sequence . . 3 yellow to green for "go" . . false start trips red foul light.
49 N 9964C-Wt 2 lbs. $8.97

10 **Lap Counter Timing Bridge.** Race against the clock. Pre-set number of laps up to 25. Winner stops clock, which records winning time.
79 N 9979L-Wt. 2 lbs. $4.97

LIONEL 1/32 scale Cars, Track Accessories



Cars for Lionel Racing Sets. Plastic and metal with electrical motor, rubber tires. Assembled.

11 **Ford Galaxie.** Head and tail lights. 5 in. long. Wt. 5 oz.
49 N 9974 . . . . . $4.99

12 **Corvette Sting Ray.** Sleek fastback. 5 in. long. Wt. 4 oz.
49 N 9972 . . . . . $4.97

13 **Jaguar XK-E Fast-back.** "Jet power motor." 5 in. long.
49 N 9968—Wt. 4 oz. . . . $4.97

Parts for Lionel Racing Sets. Made of metal and plastic.

14 **Straight Track.** 11¾ in. long.
49 N 9965–Wt. 4 oz. ea. 89c

15 **Curved Track.** 45° with 14⅜-inch radius. Wt. 3 oz.
49 N 9967.....Each 89c

16 **Lane-changer Track.** 11¾ in. long. Pkg. of 2. Wt. 12 oz.
49 N 9966 . . ..Pkg. $2.98

17 **Power Pack.** 14-volt DC. UL listed, 110-120-v, 60-c AC.
49 N 9643–Wt. 1 lb, 12 oz. $5.98

Repair Kit, 4 each: tires, contacts, springs, brushes. Lubricant.
49 N 7628—Wt 4 oz. . . .$1.19

LIONEL HO scale Cars, Track Accessories

For Pikes Peak Set. 2½-in. plastic cars. Electric motor, rubber tires.

18 **Thunderbird "A" Car.**
49 N 9955—Wt. 4 oz. $3.97

19 **Jaguar XK-E "B" Car.**
49 N 9956 Wt. 4 oz. $3.97

20 **Change-a-Lane "A" Car Control.**
49 N 9953—Wt. 4 oz. $2.97

21 **Change-a-Lane "B" Car Control.**
49 N 9954—Wt. 4 oz. $2.97

22 **Car Lane Control Transformer.** Control cars independently with 2 cars in the same lane.
49 N 9957–Wt. 1 lb. 12 oz. $4.97

For Matterhorn, other sets. 2½-in. plastic cars. Electric motors.

23 **Thunderbird convertible.**
49 N 9983—Wt. 2 oz. $2.44

24 **Jaguar XK-E convertible.**
49 N 9984—Wt. 2 oz. $2.44

25 **Power Pack.** 14-v. D.C U L. listed for 110-120-v., 60-c A C
49 N 9643–Wt. 1 lb. 12 oz. $5.98

For all Lionel HO Sets.

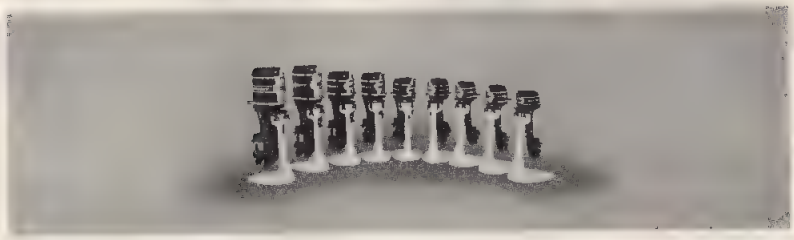
26 **Straight Track.** 9 in. long.
49N9976 Wt 3 oz. Each 38c

27 **90° Curved Track.** Radius 9 in
49N9977 Wt. 3 oz. Each 48c

28 **Lane Changer Track.** Pkg. of 2
49N9980-Wt 6oz. Pkg $1.69

Repair Kit (not shown). 4 tires, contact brushes, 2 guide pins, oil
49 N 7629—Wt. 4 oz. 99c

1965 Mercs: Here's how they look



Here's how they sound

These are the 1965 Mercs . . . the most complete selection of outboard power ever offered. In addition to new power and new design, Mercury now brings a *new quiet sound* to outboarding.

The 1965 four- and six-cylinder Mercs are actually 50% quieter. This was accomplished by using an entirely new principle for engine silencing. The cowling is now isolated from the powerhead by large, soft-rubber mounts. This fireproof cowling has become a sound capsule that effectively seals in normal working noises of the engine. Connections for control cables are inside the capsule and openings are sealed by neoprene closures. Exhaust noises are silenced by a wall of water. The engine's discharged cooling water is used to surround Mercury's new internal exhaust pipe and prevent noise from escaping through the walls of the drive shaft housing. Unlike ordinary outboards, which pay for noise reduction by *sacrificing* power, Merc's new silencing system actually *boosts* power to the prop.

For 1965 there's a new 90 hp Merc that surpasses any other 90 in power at the propeller and fuel economy. All of the new Mercs are restyled and the higher horsepower models have a lower profile.

There are nine new Mercs from which to choose: 100, 90, 65, 50, 35, 20, 9.8, 6 or 3.9 horsepower. Mercury again brings you the *highest* horsepower, the *widest selection* of power and the *greatest* fuel economy. You get more RUN for your money with Mercury.

MERCURY MARINE

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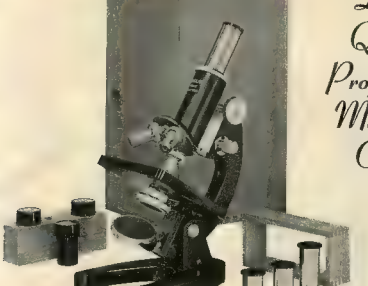
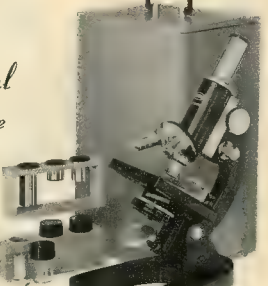
Deluxe Quality Professional Microscope Outfits





PROFESSIONAL TYPE MICROSCOPE—900X

- Large 115MM X 100MM Stage
- Precision Optics
- Triple Objective Turret
- Fine Focusing

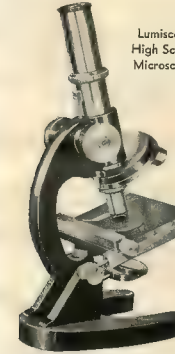
2917V5916—A superior quality microscope specially designed to provide professional results and performance. Precision optics and fine craftsmanship have been combined to afford exacting microscopic work. Features 3 Huygenian achromatic objectives which provide 9 distinct powers of 25X to 900X. The 3 objective lenses are on a smooth operating turret for quick shifts of power. Body actuates by 90 degree rack and pinion focusing plus fine adjustment with automatic stop. Equipped with an iris diaphragm, condenser lens, plane and concave mirror. Large 115 x 100mm stage. Complete with cabinet. Made in Japan.
Retail $58.50

2918V1605—Mechanical Stage 28.50
2918V501—Wide field ocular lens 8.50
2920V9535—100X Oil Immersion Lens 42.25

DELUXE MEDICAL STUDENT MICROSCOPE OUTFIT

- 20 to 2000 Power
- Triple Turret
- Plane and Concave Mirror
- Abbe Condenser
- Oil Immersion Lens
- Achromatic Objective

2860V12467 This outstanding microscope outfit features an excellent instrument equipped to provide the most exacting, precise results for all slide studies. Powers range from 20X to 2000X. The 4 achromatic objectives are 4X, 10X, 40X, and 100X Oil Immersion parfocal on triple turret revolving nosepiece. Huygenian oculars are 5X, 10X plus 15X and 20X for highest magnification. The mechanical stage is graduated for added convenience. Large square stage; Abbe condenser, NA 1.2 in adjustable sliding mount with filter holder attached. Plane and concave mirror and 2 stage clips. The microscope stands 11½" high. Complete in a deluxe cabinet with lock and key. Made in Japan.
Retail $187.00



PROFESSIONAL TYPE MICROSCOPE

- 600 Power
- 3 Turret Model
- Mechanical Stage
- Fine Adjustment

2866V3933—A fine professional type instrument of precision quality throughout. This unit has 3 separate nosepieces 8X, 10X, and 15X. The triple turret has objective lenses of 8X, 10X, 40X. Combined they provide 9 powers from 20X to 600X. Excellent focusing with coarse adjustment, fine focusing and automatic stop with shock absorber to avoid lens and slide damage. Built-in mechanical stage. Smooth operating turret for quick lens selection. Plane and concave mirror for proper illumination. All optics are precision ground to afford maximum power and clarity. All metal construction. Complete with case for storage and safe transportation. Made in Japan.
Retail $47.00

Professional Research Binocular Microscopes 20 Power To 2000 Power

Built-In Illumination Model

Mirror Illumination Model

Lumiscope High School Microscope

Lumiscope

Approved Under N.D.E.A. Lumiscope microscopes are precision built in every respect. These instrumental models, built to highest standards, have exacting optical formulas, precise mechanical tolerances and are manufactured of the finest materials known to the microscopic industry. All Lumiscope equipment is available under the National Defense Education Act for purchase by public educational institutions.

OPTICAL COMBINATIONS

		Field View Number 19 ¢					Aperture N.A. & 10
OCULARS	Huygens 5X	"	"	13.0	OBJECTIVES	Achromatic 4X	" " 0.10
	Huygens 10X	"	"	7.0		Achromatic 10X	" " 0.25
	Periplan 10X	"	"	11.5		Achromatic 40X	" " 0.65
	Compensation 20X	"	"	7.0		Oil Immersion 100X	" " 1.25

- Interchangeable Monocular Tube
- Graduated Mechanical Stage
- Abbe Condenser
- Iris Diaphragm
- Eight Paired Eyepieces
- Four Achromatically Corrected Objectives

Lumiscope Professional Research Microscopes have been the standard for physicians and medical students. The instruments are ideal for Anatomy, Biology, Pathology, and Micro-Biology. The instruments provide quick image location, 30 degree inclined tube, 90 degree maximum inclination. The binocular models are supplied with interchangeable extendable straight monocular tube. Interpupillary adjustment, individual eye sight variation compensation, rack and pinion coarse adjustment, fine focusing with lever type controls 1.9 mm N.A. 1.25 mm stages with built in spring loaded mechanical stage, substage condenser in Abbe screw fitted NA 1.4 with iris diaphragm, blue filter and stage clips. Delux models and cabinet. Made in Japan.

Built-In Illumination Binocular Model

2802V3125—All the features mentioned above plus built-in illumination ..... Plane and Concave
2802/3V31400 3 or more ..... Retail $530.00

Mirror Illumination Binocular Model

2801V3400—Deluxe features-loaded binocular microscope with Huygenian eyepieces ..... Plane and Concave
2801, 3V32760 3 or more ..... Retail $485.00

Mirror Illumination Monocular Model

2863V16500—Deluxe microscope as above with single monocular tube. Plane and Concave
2863/3V19200 3 or more ..... Retail $264.00

These Fine Microscopes Shipped on 10-Day Approval

Astronomical Telescopes

Astronomy for Everyone
One of America's
Fastest Growing
Hobbies

Deluxe Quality
★ 500 POWER
★ 76MM OBJECTIVE LENS
★ BARLOW LENS INCLDED

454 POWER BARLOW LENS INCLUDED

SWIFT "MERCURY"—500 POWER EQUATORIAL MOUNTING TELESCOPE

★ 76MM Objective Lens ★ Powers to 500X
★ Equatorial Mounting ★ 16X Finder Scope
3107V1905—Observe 11th magnitude stars and other equally far distant space phenomenon with razor-sharp clarity . . . even minute details. Truly a fine telescope for the most astute astronomical devotee. Excellent observation afforded by a focal length of 1,000mm. Five eyepieces give normal viewing of 25X, 50X, 111X, 187X, and 250X. Barlow lens doubles the powers to 500X. 200X, 222X, 334X, and 500X. Massive, precision-built equatorial mount is fully counterbalanced for ultra-smooth action and zero-drift positioning at any angle. Slow motion controls and engraved declination and right ascension scales facilitate rapid finding and tracking of celestial objects. Erecting prism converts scope for terrestrial use. Sun filter permits safe observation of sun spots, solar flares, etc. Other fine accessories include. 16X finder scope, sun projection screen and rigid metal-reinforced tripod with accessory tray. Complete with fitted wooden carrying case, Moon Map and instruction manual. Made in Japan.
Retail Less Than $328.00

"ATLAS"—800 POWER BARLOW LENS EQUATORIAL MOUNTING TELESCOPE

★ 76MM Objective Lens ★ Powers to 800X
★ Equatorial Mounting ★ 6X Finder Scope
2707V1902—View satellites of other planets, sunspots, star clusters, moon craters and other colossal phenomenon. An ideal telescope for the serious student of astronomy. Brilliant observation afforded by a focal length of 1400mm. Precision ground coated ocular system. Four eyepieces give normal viewing of 80X, 120X, 267X, and 400X. Barlow lens doubles the powers to 160X, 240X, 534X, and 800X. Observatory-type equatorial tripod mounting adjustable for latitude with flexible chuck slow-motion adjustments for both hour angle and declination. This mounting affords a very smooth, effortless pin-pointing and tracking of celestial objects. Equipped with diagonal prism for right angle viewing, erecting prism for terrestrial viewing. Sun glass permits safe observation of sun spots, solar flares, etc. Other accessories include 6 power finder scope with cross hairs, solar projection screen, and accessory tray. Complete with tripod, fitted hardwood carrying and storage cases and instructions. Made in Japan.
Retail Less Than $300.00

"CANAVERAL"—454 POWER EQUATORIAL ASTRONOMICAL TELESCOPE

★ Powers to 454X ★ Equatorial Mounting
★ 80MM Achromatic Lens ★ 3 Eyepieces
2606V11397 —An outstanding precision quality refractor astronomical telescope. A fine telescope for solar observation. Full 80mm coated achromatic objective lens affords excellent light gathering properties for sharp, clear viewing. Large 810mm focal length. Normal powers are 45X and 227X. Barlow lens doubles powers to afford 90X and 454X. Equatorial slow motion mounting counter balanced for smooth accurate star following and observation of other moving objects. Erecting prism converts scope for terrestrial viewing. 6 power finder scope for extra convenience in area location. Other accessories include a diagonal prism and sun projection screen. Metal body has white enamel finish. Complete with rigid, tilted hardwood cases and instruction manual. Made in Japan.
Retail Less Than $190.00

450 POWER

60MM LENS

EIGHT POWERS

BARLOW LENS

*454 POWER
*60MM LENS

"Gemini" Astronomical Telescope

264 POWER

62MM LENS

"SOLAR SCOUT"—450 POWER EQUATORIAL MOUNTING TELESCOPE

★ 60MM Objective Lens ★ Powers to 450X
★ Equatorial Mounting ★ 6X Finder Scope
2607V10005—A superior quality precision instrument designed to permit pin-point observation with good light transmission. Brilliant viewing with a focal length of 910mm. Four eyepieces afford powers of 45X, 78X, 172X, and 273X. Barlow lens doubles power to 90X, 146X, 304X, and 456X. Counter balanced equatorial mounting for true, accurate follow. Slow motion adjustments for both hour angle and declination. Add Local equipment includes star diagonal, sun glass, solar projection screen, erecting prism for terrestrial viewing and 6X finder scope for extra convenience in area location. Objective lens is fully achromatic and coated. Complete with tripod, fitted hardwood carrying and storage case and instructions. Made in Japan.
Retail Less Than $167.00

★ Barlow Lens ★ 6X Finder Scope ★ Equatorial Mounting
3614V8007—A deluxe quality 454X astronomical telescope for the amateur or student. Has a fine 60MM coated objective lens. Normal powers are 46X, 152X, and 227X. Barlow lens doubles powers to 92X, 304X and 454X. Equatorial mounting with fine adjustments for astronomical observation. Features include a diagonal prism, erecting prism, sun filter and 6X finder scope. Complete with fitted hardwood case. Made in Japan
Retail Less Than $130.00

"RANGE SPANNER"—264 POWER REFRACTOR ASTRONOMICAL TELESCOPE

★ 4 Powers to 264X ★ 62MM Objective Lens
★ Large Wooden Case ★ 6X Finder Scope
2317V9705—Precision quality throughout. Features include coated 62mm objective lens, 4 power finder scope, rack and pinion focusing, erecting prism, diagonal prism, sun glass and 2 section wood tripod. Normal powers are 46X and 132X. Two power Barlow lens doubles to 92X and 264X. Instruction included. Made in Japan.
Retail Less Than $95.00

4-INCH REFLECTOR MODEL

CHALLENGER

"CHALLENGER"—4" REFLECTOR ASTRONOMICAL TELESCOPE

★ 4" Mirror ★ 5X Finder ★ 700MM Focal Length
2810V4440—A professionally designed reflecting telescope employing an aluminized and quartz overlay primary mirror. Micro-focusing for pin-point observation. Uses eyepiece in 4mm Orthoscopic—175X and the other is a 20mm Hygens—35X. A highly achromatic lens system. All metal construction. The finder scope is 5 power with a 24mm objective lens. Complete with wooden case and instructions. Made in Japan.
Retail Less Than $74.00

Go Kart ... for fun or racing!

DIVISION OF FOX

For fun and thrills it's the Live Axle, All-American Go-Kart! Recommended for use on private property only. Karts are not intended for use on public ways. F.O.B. Wisconsin Factory.

Retail prices are suggested only and may vary in different trading areas. See Trade Information.

THE LIVE AXLE "SUPER" KART

"DELUXE RACER" KART

4056TF19470—"Super" Kart meets all racing specifications. This winning beauty has the Astroseat, the most comfortable kart seat in the world. Finished in beautiful Candy Apple red. Features friction-free Live Axle drive. Are welded frame. See-Level gas tank, just a quick look to see how much fuel remains. Bolt-on floor pan, safety feature. Brakes are internal expanding automotive type for increased safe operation. LeMans three spoke steering wheel, rubber coated to insure a sure, safe grip. Light-weight 4" LeMans magnesium racing wheels are standard equipment. 10" slick tires in front and 11" slick tires in rear. Weight, less engine, 83 lbs. **(Engine not included)** Custom power selection of engines for this Kart listed below. **F.O.B. Wisconsin Factory.** **Sugg. Retail $254.50**

4057TF17190—"Extras" as standard equipment. Vibration cutting Swing mount, LeMans Magnesium wheels, quick change hub and sprocket, deep dish steering wheel, approved steering shaft, arched pedals, removable floor pan, sure stop Disc Brake, 2" red upholstery, Carlisle Slick tires and Live Axle all combine to make this kart tops for competitive racing. **(Engine not included.)** Custom power with any engine shown below Ship. wt. 90 lbs. **F.O.B. Wisconsin Factory.** **Sugg. Retail $224.50**

4058TF14910—Fun Kart (Not Shown) designed for family fun and weekend racing. Magnesium wheels, Rib Tires, Deep dish steering wheel, Candy Apple red finish, All plastic rods and thick foam upholstery covered in Naugahyde. Complete with 2½ H.P. Lauson engine. Ship. wt. 90 lbs. **F.O.B. Wisconsin Factory.** **Sugg. Retail $174.40**

HELMETS-GOGGLES

4010TF1040—LeMans Racing **Helmet,** sturdy white fiberglass, neck flap, double-snap chin strap, foam rubber liner. Small, Medium or Large. Specify. **LeMans Sport Goggles,** aviation safety type with detachable lens. Ship wt. 4 lbs.

Sugg. Retail $14.45

CLUTCHES

4059TF815 — **Fairbanks Morse Standard Clutch.** Rugged heavy duty 1¼" racing clutch When ordering be sure to Specify engine make, shaft size and number of teeth. Ship wt 2 lbs.

Sugg. Retail $15.00

Famous Make Engines

Custom power for the Super Kart and the Deluxe Racer with weekend racing above. Ship. wt. 25 lbs. **F.O.B. Wisconsin Factory.**

4012TF7560—McCulloch MC-8 Engine only. **Sugg. Retail $99.95**

4013TF12600—McCulloch MC-40 Engine only. **Sugg. Retail $139.95**

4014TF13500—McCulloch MC-70 Engine only. **Sugg. Retail $179.95**

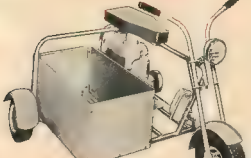
4015TF7560—West Bend 610 Engine only. **Sugg. Retail $99.50**

4016TF8310—West Bend 826 Engine only. **Sugg. Retail $109.50**

4017TF726—**Drive Mounting** for the above engines. Includes mount, chain, chain guard, throttle hook up, bolts, nuts, etc. **Specify engine.** **Sugg. Retail $9.95**

4018TF608—**Engine Muffler** for all popular engines. Cuts noise. **Specify engine make.** **Sugg. Retail $7.95**

Versatile Vehicles



LITTLE GEN

4060TF14900—**"Little Gen" with a Side Car** attachment for light hauling. A very versatile, most economical vehicle. Tops for quick around town delivery, plant supervision, warehouse supervision and personal transportation. Anyone, young or adult can easily handle "Little Gen" with side car, because it's a 3-wheel unit, machine always stands upright Recoil start, 4 cycle, 2-½ to 3 H.P engine. Scooter length 50" with 26" wheel base. Side car box dimensions: Height 10", width 13-½" and length 28". Adjustable band type brake. Automatic centrifugal type clutch. High test tubular steel frame. Covered foam rubber seat. Approximately 100 miles per gallon, depending on weight hauled. Ship wt. approx. 105 lbs. **F.O.B. Indiana Factory.** **Sugg. Retail $198.00**

For Utility, Fun and Economy

GLENCO

4061TF21528—**Glenco "Economaster" Golf Cart.** Simplified forward and reverse shift, together with a sensible 8-10 m.p.h. speed will carry a driver and clubs over hilly terrain easily and safely. Spring mounted seat and pneumatic tires absorb the bumps. Super safe drum-type brakes, with exclusive "toe-lock," allowing parking on the steepest grades, releases with a tap of the toe. 3½ H.P. trouble free, 4 cycle engine with easy start recoil starter. Heavy duty clutch coupled with automotive type transmission, forward and reverse, requires no greasing. Complete with one golf bag rack. Overall length 61", width 28". Ship. wt. 188 lbs. **F.O.B. Indiana Factory.** **Sugg. Retail $299.95**

LITTLE GEN

4062TF11213—**"Little Gen" Ideal All Purpose Scooter** comes ready to roll. It is easy to operate. Go or Stop with a tilt of one foot control. Heel down applies the brake, clutch and throttle automatically disengage Smooth economical performance. It has comfort and ease of handling, represents the "Gen" idea of maximum usefulness to the user. "Gen" is only four feet long and two feet wide. Slip a locking clip out of the steering fork pin and it collapses to just 39 inches. It's easy to store a "Little Gen" in an auto, boat or luggage compartment so you'll have wheels away from home. Recoil start, 4 cycle, 2½ to 3 H.P engine. Adjustable band type brake. Automatic centrifugal type clutch High test tubular steel frame. Covered foam rubber seat Ship. wt. approx. 75 lbs **F.O.B. Indiana Factory.** **Sugg. Retail $149.50**

Allow Ample Time for F.O.B. Delivery

Pert 'n pretty Pos'n Tammy

$2.94

Teenage Tammy with flexible arms and legs will pose any way you want. 12½ in. tall, with washable, stylable Saran hair. She wears a red jump suit, comes in her own phone booth.
Shpg. wt. 15 oz.
49 N 3977 ..$2 94

Smart, new Pos'n Misty

$2.94

Misty wears most Tammy and 12-in. doll outfits. She's 12 inches tall, is flexible . . . poses for you. Smart in white jump suit with bell bottom trousers, has her own phone booth case.
Shpg. wt. 15 oz.
49 N 3889 $2 94

Outfits for Tammy and Misty

1 **On the Avenue.** 3-pc. suit, accessories, dog
49 N 3770—Wt. 6 oz. Outfit only $2 99

2 **Private Secretary.** Includes typewriter.
49 N 3769 Wt. 6 oz. Outfit only $2.47

3 **3-pc. Wardrobe.** For sports, dress-up.
49 N 3768—Wt. 9 oz. Outfits only $2.77

Vinyl Travel Case

$1.89

Tammy, Misty, other teen age fashion dolls can travel in style in this handsome vinyl case with big compartments for clothing, accessory drawer, 5 hangers. Gaily lined, has sturdy handle. 13 inches high.
Shpg. wt. 1 lb. 5 oz.
49 N 9332.....$1.89

Color her hair "pretty" in Sears exclusive Glamour Beauty Shop . . with 12-inch doll

$4.99

Turn the platinum blonde doll into a honey blonde, a stunning brunette, a striking red head . . in her own beauty salon. It's easy, with safe, non-toxic color applicators. Style her hair, too, with curlers, comb and brush

Our sophisticated beauty wears slim sheath dress, shoes, can wear most 12-in. doll outfits. Shop of sturdy chipboard, 11-in high has chair, dryer, counter, sink, more. Unassembled
49 N 3882—Wt. 1 lb. 12 oz. $4.99

Exciting new Glamour Misty . . the "Miss Clairol" Doll with hair you can color

$3.73

"Only her hairdresser knows for sure" . . and that's you. You color Glamour Misty's hair blonde, brunette, red. You can streak it, too. It's easy and safe with non-toxic colors that wash out for re-coloring. Set includes 12-inch doll in 3-pc. lacy sleep set, robe, comb, 3 color applicator tubes.
49 N 3884—Shpg. wt. 13 oz....$3.73

Misty's Tip-to-Toe Fashions. Only at Sears, glamorous costumes with matching hair-color tubes. Dolls not incl

4 **Satin and Fur.** Green shift, coat, fur trimmed. Brocade hat, long gloves.
49N3777 Wt. 9 oz. $3.44

5 **Afternoon date.** Blue and white . . overskirt
49N3771–Wt. 8 oz. $1.97

6 **Pink Ice.** Satin skirt, stole, beaded top
49N3786 Wt. 9 oz. $3 37

7 **Formal Feathers.** Green gown, white net flounce, ostrich cape stole.
49N3715–Wt. 8 oz. $1.99

Now Raggedy Ann and Andy dance along with you to tune of their own music

$9.99 each

Imagine dancing along with one of these lovable 39 inch dolls. Bands on their feet attach to child's shoes . . imported music box plays a gay nursery tune.

Both dolls have colorful red wigs and socked in eyes.

Raggedy Ann. Multi-color print dress, white apron.
79N3662C Shpg. wt. 5 lbs. $9.99

Raggedy Andy. Blue cotton pants, red and white checked shirt, cap.
79N3663C Shpg. wt. 5 lbs. $9.99

RAGGEDY ANN and ANDY

15-inch musical $4.87 each | 15-inch non-musical $2.97 each | 20-inch non-musical $4.87 each

15-inch Musical Raggedy Ann. This charming rag doll favorite will make sleep-time more welcome and playtime more fun . . just wind up the imported music box and it plays a soft tinkling lullaby to the pleasure of all. She's dressed in a colorful flowered cotton dress topped with a sparkling white apron.
49 N 3629—Shpg. wt. 1 lb..... $4.87

15-inch Raggedy Ann. No music box.
49 N 3580—Shpg. wt. 13 oz.....$2.97

20-inch Raggedy Ann. No music box.
49 N 3583—Shpg. wt. 1 lb. 4 oz..$4.87

15-inch Musical Raggedy Andy. The lovable twin to Raggedy Ann. He, too, has an imported music box to delight a boy or girl. He's wearing bright blue cotton trousers with snappy white buttons, gay red and white checked shirt and blue ribbon bow tie. A jaunty blue-and-white sailor cap perches on his head.
49 N 3630—Shipping weight 1 lb..$4.87

15-inch Raggedy Andy. No music box.
49 N 3592—Shpg. wt. 13 oz.....$2.97

20-inch Raggedy Andy. No music box.
49 N 3603 - Shpg. wt. 1 lb. 4 oz..$4.87

Dancing Dolly $3.27

A 39 inch doll that dances along. Bands on feet attach to child's shoes . . floppy body moves as she moves. Lightweight fabric body, cotton stuffed, yarn hair. Shipping wt. 3 lbs. 8 oz.
49 N 3530 . $3.27

Gingham Girl $2.99

A pert little miss in colorful gingham and ruffles. She has bright yellow yarn braids and sweet painted face. Cotton filled, 18 inches long. Shipping weight 1 pound 8 ounces.
49 N 3635. .. $2.99

Crazy Crib $2.97

A fun doll bed your child will love. Spring mounted legs give it a gleeful bounce. Native white birch. With pillow, cover. Holds dolls up to 18 in. No doll.
49 N 9223. Shipping weight 1 pound 8 oz. $2.97

KitchenAid®

The "wonderful KitchenAid food machine" is far more than just a food mixer. A wide range of work-saving, time-saving food preparation attachments make a KitchenAid a compact and complete food preparation center. Every KitchenAid is engineered and built to Hobart's demanding specifications for quality, durability and with power-to-spare to handle mixing jobs other mixers wouldn't even attempt.

4413E5128—Standard Electric Food Mixer
4413/3E4838—Three or more

Ideal for the average family—will handle as little as one egg or a bowlful of whipped potatoes. Attractive—finished in durable baked White enamel—easy to clean! Equipped with 4-qt. stationary Fryer bowl, one all purpose beater. KitchenAid motors have reserve power for heavy loads and attachments. Mixer has full power on all 10 definite speeds and intermediate speeds, if desired. Shipping wt. 26 lbs

Retail **$74.50**

4781E8803—DeLuxe Food Mixer
4781/3E7839—Three or more

This mixer becomes a complete kitchen servant with the special attachments listed on this page—operating on the horizontal power shaft with power to perform light or heavy tasks. Beautifully styled in White enamel. Ten definite speeds, governor controlled universal motor (½ H.P.). Ten definite speeds, governor controlled universal motor (½ H.P.). 4½ qt. Stainless Steel Mixing Bowl. Wire Loop Whip and Flat Beater are furnished. Shipping weight 31 lbs.

Retail **$124.50**

4826E11449—Family Size Mixer
4826/3E11008—Three or more

Large heavy-duty all-purpose food mixer does a matchless job with unsurpassed ease. Universal Type Motor capable of developing ¾ H.P. on heavy loads. Ten definite speeds, nine die castings, baked on White enamel. Equipped with one 5-qt. Stainless Steel Mixing Bowl, one Wire Loop Whip, one combination Flat Beater - Pastry Knife. These all attachments listed on this page except 3311E385 Juice Extractor and 4252E71 bowl. Ship wt. 37 lbs.

Retail **$169.50**

All KitchenAid Mixers can be obtained for 220-Volt Operation on special order at the same prices as the AC models. Mark order plainly.

STANDARD MODEL

The only home mixer with easiest-to-clean single beater

Exclusive 'round the bowl mixing . . .

KitchenAid's exclusive single beater moves completely around the bowl as it rotates—from the center to the edges . . . for the most thoroughly efficient mixing job possible, whether you're whipping a cup of cream or a full bowl of ingredients. The KitchenAid beats, whips, stirs, blends, folds and mixes, and there's only one beater to wash.

◀ DELUXE MODEL

FAMILY SIZE MODEL ▶

KITCHENAID SPECIAL ATTACHMENTS

SILVER BUFFER

4781E494—Polish silver harmlessly without scrubbing and rubbing. Black mane hair brush, same type as used by jewelers.

Retail **$7.00**

KNIFE SHARPENER

2319E280 - Gives knives a keen, sharp cutting edge. Cone on front sharpens scissors.

Retail **$4.25**

FOOD CHOPPER

4286E896—Finest steel cutters chop meats, vegetables, nuts and dates. Ideal for making spreads and meat loaves.

Retail **$13.50**

METAL BOWL

4252E71 Gleaming stainless bowl with lightweight beauty. For standard mixer only. Four quart size.

Retail **$13.95**

VEGETABLE SLICER

4783E2508—Slices potatoes, carrots, cabbage and other foods. Adjustable knives.

Retail **$57.95**

FRUIT JUICE EXTRACTOR

3311E382—Takes the fuss and bother out of preparing fresh fruit juice. Thoroughly extracts and strains juice of seeds and pulp.

Retail **$5.95**

VEGETABLE SLICER

4785E1183 — Shreds or slices vegetables and fruits. Interchangeable cones create a variety of menu delicacies.

Retail **$17.95**

CAN OPENER

2317E494—No spilling — no cut fingers. Can is held firmly without help from operator.

Retail **$7.50**

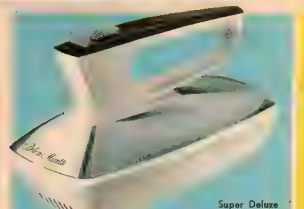
FREEZER

Capacity two quarts; freezing time about 15 minutes.

4823E1645—For Standard and Deluxe. Retail **$44.95**

3262E1943 — For Family Size Mixer. Retail **$37.95**

KitchenAid is Distinguished by its Completeness of Its Performance



Super Deluxe Mixette

Deluxe Mixette

Popular Mixette

GUARANTEED 5 YEARS

HAMILTON BEACH®

Guarantee provides free repair and parts excepting cord set, bowls and damage due to misuse, when returned to one of our authorised service stations Hand on product guarantee certificate

New portable mixer featuring a hand-contoured non-slip handle, greater mixing power and 4qt bowls can be mounted on wall. Available in White, Yellow, Pink or Turquoise with chrome top. Specify color. 120 V. AC-DC. U. L. approved. Ship. wt. 4 lbs.

5412E1446—Super Deluxe Mixette
549/3E1347— Three or more

Retail **$19.95**

Modern styling, power and compact design have all been combined into the new Hamilton Beach Mixette. Weighs only 2½ pounds yet has power enough to make all portable mixing faster and easier. Fingertip switch, 3-speed control. Non-slip cored handle design is convenient for right or left hand use. Large non-splash chrome-plated beaters Positive beater ejector Stands on end or hangs on wall. 8 ft. cord 115 volts, 100 watts. AC-DC, U.L. Listed. Shipping wt. 3½ lbs.

5412E97—Deluxe Mixette

Retail $14.95

This powerful new mixer has 3-speed fingertip control and is perfect for left or right hand use. Speed selector switch under your thumb allows for one hand operation Weighs less than 3 pounds and has a comfortable non-slip handle to fit a woman's hand Positive beater ejector on bottom of motor housing Non-splash chrome-plated steel beaters. Stands on end or hangs on wall for handy storage Color designed in white and black. 9 ft. cord. 115 volts, 100 watts. AC-DC, U.L. Listed Shipping wt. 3 lbs.

6718E767—Popular Mixette

Retail $10.95

CHROME MIXER

Exclusive Mix-Timer

Exclusive Bowl-Control

Full Size Mixers
Chrome Mixer

The mixer that rings a chime when mixing is done. Gleaming chrome finish with two stainless steel bowls. Fingertip controls with safety lock, lets you select any one of 10 speeds for every mixing job. Chrome plated heavy duty beaters. Recipe book included. Guaranteed 5 years. Governor-controlled motor. 115 volts, 120 watts, AC only. U.L. approved. Ship. wt. 18 5 lbs.

3862E4897—Chrome Mixer.
3862/3E4547—
Three or more Retail **$69.95**

Enamel Mixer

Food Mixer in white baked enamel finish and two pyrex bowls. Similar in features to the 3862E4897 chrome mixer

3861E3847—White Mixer
3861/3E3572—
Three or more Retail **$54.95**

WESTINGHOUSE

Deluxe Portable Mixer

The Westinghouse Portable Mixer gives you extra power to mix the heaviest doughs. The powerful motor is controlled by a three-speed switch on top of the handle. Mixing guide for quick and easy reference. Mixer sets on heel rest, when not in use. Comes with drawer storage tray and drink blendor attachment. 100 watts. 115 volts. AC only Removable 6 ft. cord. Ship. wt. 3½ lbs. Specify White, Pink, Yellow, Aqua.

383E1397 — Portable Mixer
383/4E1347 — Four or more Retail **$19.95**

Presto

Rock 'N Mix Mixer

Presto's new Deluxe Portable Mixer is all new. -New beating action — New rectangular bowl—New vertical handle. Rocking beater action guides mixtures from sides and bottom of bowl into beaters automatically. Stylized vertical handle is easy to grasp and comfortable to hold. Slim-line mixing bowl is lightweight, non-breakable plastic, easy to hold while pouring, requires less storage space 5 qt. capacity. 3-speed control selector and mixing guide lets you dial the perfect speed, Beater ejector AC-DC. 115 volts. U.L. Listed. Shipping wt. 6 lbs.

552E1518 Rock 'N Mix Mixer
552/6E1450 Six or more Retail **$22.95**

GAS POWERED RACING

1/20 Scale Models To Build, Run

For racing in a confined area, attach either car to a tether

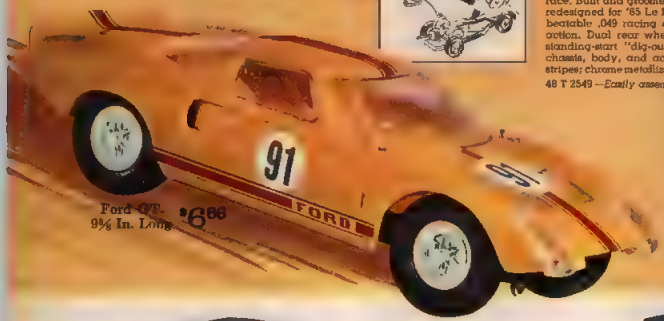
Corvette Sting Ray 9⅝ In. Long $6.66

ZOOM ALONG THE HAIRPIN TURNS OF SEBRING with all cylinders roaring with Cox precision-quality Sting Ray. Scaled to General Motors prints. Fights its way to the front with dual rear wheel drive. Powered with Cox .049 gas powered engine. Body hugs durable steel X-frame chassis as the car goes all out on the straightaway. Complete with metallized chrome accessories, hub caps, bumpers and detailed interior. Red body. *Easily assembled.* Order Accessory Kit below.

48 T 2550—Shipping weight 1 lb. 6 oz..... $6.66

THE BIG, BEAUTIFUL FORD GT takes the pole position in every race. Built and groomed for speed, speed, speed! Dramatically redesigned for '65 Le Mans Grand Prix. Powered with Cox unbeatable .049 racing engine. X-frame steel chassis for all out action. Dual rear wheel drive and Super Traction Slicks for standing-start "dig-out" speed. Authentic precision scale in chassis, body, and accessories. Yellow body with red racing stripes; chrome metallized accessories. Order Accessory Kit below

48 T 2549—*Easily assembled.* Ship. wt. 1 lb. 6 oz... $6.66



Ford GT 9⅝ In. Long $6.66

CAR ACCESSORY KIT. Have a complete racing pit for tether or drag racing. 1½-volt battery, ½-pint racing fuel, filler cap, filler tube, glow plug clip and wires, engine wrench, tether link, 130 ft. high grade 40-lb. test dacron line, 3 anchor pins and bridle

48 T 2553 L—Wt. 1 lb. 3 oz. Kit $2.49

22 In. Long Sting Ray Kit $7.99

- Retractable headlights
- Steering front wheels
- Racing rubber-like tires
- Simulated fuel injection engine

THE DRAMATIC AERODYNAMIC STYLING of the Corvette Sting Ray is all yours. Scaled to 1/8 the actual size of America's favorite sports car. Over 190 parts for realistic look. One-piece body and one-piece clear window insert for easy assembly. Operating hood and steering. Simulated Corvette fuel injection engine. Every part precision engineered. Semi-pneumatic rubber-like tires. 1965 styling in blue finish. Easily assembled, fun to make. Shipping weight 4 lbs. 10 oz.

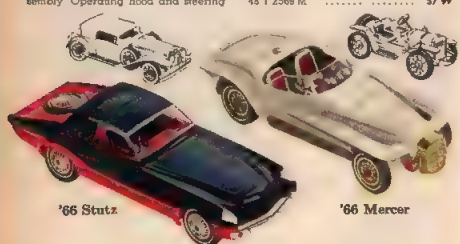
48 T 2569 M $7.99

Construct See-Through V-8 Engine

$7.49

NOW YOU CAN ACTUALLY SEE AND LEARN how the famous V-8 really runs. "See-through" plastic covers ¼ scale power plant. Over 300 parts, over 100 moving parts. Complete with powerful miniature motor which operates pistons, valves, and spark plugs. Needs 2 "C" cells, not included. Order on Pg. 354. About 15x7x9 in. high

48 T 2582 M With Manual. Ship wt. 5 lbs. 8 oz. $7.49



'66 Stutz '66 Mercer

New Versions of Old Classics 2-Car Set $2.99

WHAT WOULD THE GREATS OF THE PAST LOOK LIKE TODAY? Fast, sleek and lean. The Stutz now has a sliding canopy and a sliding rear window. But the rakish style has a '66 flavor of sports car action styling. The Mercer thrusts forward with as fine a styling of the latest designed prototypes. But the racer heritage is still there in full detail. 1/25 scale. Easy to convert to slot race cars. Kits easily assembled. Colors may vary. About 7½ in. long

48 T 2583—Ship. wt. 1 lb. 8 oz. Set $2.99

All 4 $3.49 Individual motors included

HERE THEY ARE—4 OF YOUR FAVORITE SPORTS CARS! The '56 Classic "T" Bird, Mustang, Corvette Sting Ray, and Jaguar XK-E convertible. All with individual electric motor. Battery-saving automatic cut-off crash switch (a pen light battery—see Pg. 354). Bodies of unbreakable polyethylene. Quick and easy to assemble by snapping parts together. No glue or tools required. Authent.cally styled. High quality self-sticking numbers. Chrome accessories. Assorted body colors. Average length of cars about 7 in. Package of 4.

48 T 2583—Shipping weight 1 lb. 8 oz. ..... Package $3.49

Here are detailed replicas of World War II's famous fighting planes. The "Spitfire" and the "Stuka," legendary fighters in the victory of the RAF over the mighty German Luftwaffe during England's darkest hour.

BATTLE CAMOUFLAGED RAF SPITFIRE swoops down from the clouds using a fully detailed 20 mm cannon. Detailed radiator on underwing heat exchanger. .049 motor. Official RAF insignia. Nylon prop. Wingspan 23 in. Length 17½ in. Handle and lines. Order Flight Kit below.
4872665M—Ship. wt. 2 lbs. **$7.49**

Ju 87d Stuka bristles with armament. Wrap-around canopy lets pilot and gunner see pursuing plane. Fuel gauge, machine gun swivels for battle. Inverted gull wing design for authentic detail. Drops bomb while in flight. 23½-in. wingspan; .049 motor. Order Flight Kit below.
4872666M—Wt. 2 lbs. 2 oz. **$7.49**

Re-live the Great Air Battles that Raged Over the English Channel

RAF Spitfire **$7.49**

Ju 87d Stuka **$7.49**

Flight Kit for Gas Plane

THE KIT EVERY MODEL PLANE PILOT NEEDS. Contains: 1.5-volt battery, fuel, filler cap, vinyl hose, set of line snaps and wrench
4872660L—Battery wires connected to head clip. Wt. 1 lb 3 oz. **$2.19**

Plane **$2.49**

Copter **$2.88**

Cruiser 40 MPH Scale Speed

Car 200 MPH Scale Speed

OVER 40 in.

Plane ½ Mile Range

Astro Models with Remote Radio Control

THE THREE UNITS BELOW COMPLETE WITH TRANSMITTER, RECHARGEABLE BATTERIES AND RECHARGER. SHIPPED FROM FACTORY NEAR CHICAGO, ILL

Ready-to-sail ASTRO CRUISER ranges up to 40 mph scale speed. Complete remote control radio, up to 150-ft. range. Fully maneuverable, realistic design, and unsinkable. No wires. 18-in. long hull.
X 48 T 2652 K—No License Required. Ship. wt. 3 lbs. 10 oz. **$69.95**

ASTRO CAR races up to 200 mph scale speed. Completely maneuverable from 150 ft. No wires, controlled by transistorised radio system. Authentic 1/25 scale. Can race up to 5 cars simultaneously. No tracks required, can be operated on any smooth surface. Car 8 in. long.
X 48 T 2651 K—No License Required. Ship. wt. 4 lbs. 10 oz..... **$59.95**

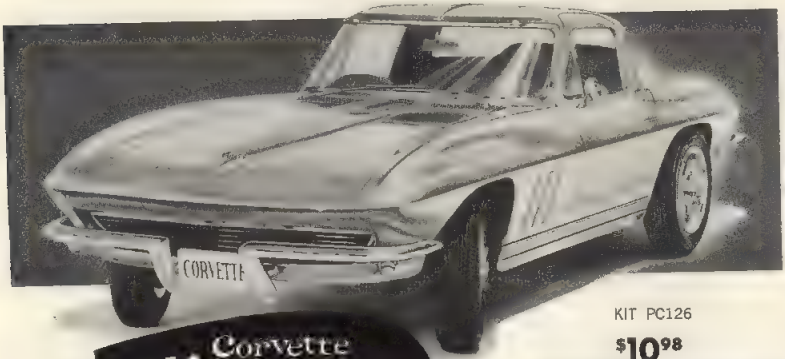
ASTRO PLANE attains speed of 30 mph. Ranges up to ½ mile. You're in complete command of craft with transistorised remote control radio. Proportional rudder control. Internal combustion .049 engine. Wingspan 44 in., fuselage length 26 in. Flying weight 22 oz. Styroloam and high-impact plastic construction. White body with decal strips.
X 48 T 2653 F—No License Required. Ship. wt. 3 lbs. 10 oz. . **$69.95**

Battery Operated Stunt Plane and Copter

BE YOUR OWN STUNT PILOT! With remote controls in your hands, the plane takes off, zooms through the air, loops, nose dives and sweeps through figure 8's. Sturdy 13-in. wingspan of laminated balsa on vacuum-formed body. Fuselage 13 in. long. Needs 3 "D" batteries (not included) order on Pg. 354. Air Force insignia on wing.
48 T 2541—Ship. wt. 14 oz.... .....**$2.49**

CHUBN THE CHOPPER with just the flick of control. Fly the copter up and down, around, tilt, tip, and hover over your landing space. Sturdy rotor blade and fuselage. 8 in. long. Remote control runs on 3 "D" batteries (not included) order on Pg. 354.
48 T 2542—Ship. wt. 14 oz..... .. **$2.88**

Big and Beautiful!
America's Only True Sports Car in a Magnificent New Model!



Corvette
Sting Ray
by MONOGRAM

KIT PC126

$10.98

In the Grand Manner • One-Eighth Actual Car Size
22 Inches Long • Fully Detailed Interior

This newest member of the Monogram family of big 1½ inch scale car models has caught every detail of the fabulous 1965 Corvette Sting Ray. Considered one of the finest Grand Touring Sports Cars in the world today, the model too, demands instant admiration. This is a kit for everyday selling plus big and profitable extra holiday gift sales. Same low price as Big "T", Jaguar and others in our big scale line.

This superbly detailed and authentic big scale model is our finest and most fascinating kit. Every line, every curve, of its beautifully aerodynamically styled body, down to the seat belts and other minute detail has been reproduced with a true-to-scale exactness which is possible only in this big scale and the traditional Monogram quality. We've put into it, all of the splendor the makers built into the original full size car and a lot of fine working features too.

Kit contains 189 parts—173 precision plastic parts—in Corvette blue, black, red, clear and chrome finish. Packaging is in king size full color boxes, compartmentized for self-selling display. All parts are protected under transparent plastic inner cover.

Because of its large size and many parts, production of the Sting Ray is necessarily limited. But this is one kit that every seller of hobby goods must have. We urge you to contact your distributor early.

Fascinating Operating and Other Features

•

Big Scale
One-eighth actual car size. Length 22 inches. Height 6¼ inches. Width 8¾ inches.

Simplified Construction
One piece molded plastic body in authentic body color. One piece chassis or under body. Detailed suspension and disc brakes. Easy to put together. No painting required.

Operating Features
Hood raises and lowers. Retractable headlights on rotating panel—front open for nighttime—closed for daytime use.

Detailed Interior
Simulated upholstery, bucket seats, steering wheel, complete instrument panel and dash.

Window Insert
Thin crystal clear, one piece window insert provides "glass" for all windows. Easy to install.

Detailed Engine
Big Corvette fuel injected engine with chromed parts and the last word in fascinating detail.

Steerable Wheels
Racing type Corvette wheels with semi pneumatic, rubber like, whitewall tires. Adjustable for any steering position.

National Advertising • Displays
Free Promotion Materials

Three month national advertising program starts in September. Elaborate store display. Window and store posters, give away circulars, etc., at no cost to dealers, with introductory orders.

Monogram Models, Inc. • Morton Grove, Illinois

Monogram
NAME FOR Quality
HOBBY KITS

Seven Portable Models In '65 Filter-Flow Line

A line of seven portable model filters engineered for use with above-ground and below-ground home swimming pools are now being offered by the Filter-Flow Corporation, 1836 Gilford Avenue, New Hyde Park, N. Y.

According to Dan Jacobson, vice president in charge of sales, the filters are designed for every pool size and related

filtering requirement and offer smooth, instant-acting efficiency. Built in seven different sizes to accommodate residential swimming pools from 10 feet in diameter to 30 feet in diameter. Filter-Flow products offer the following features: diatomaceous earth and/or cartridge filter elements; self-priming type pumps with heavy-duty, closely-coupled centrifugal pumps and impellers that are rust resistant; colorful baked enamel housing with exposed parts fully protected against the elements; and sturdy wheels and tires on portable units for easy maneuverability. The units may be safely left outdoors in all weather conditions, it is claimed.

Mr. Jacobson also went on to say that the cartridge type filters used in the Filter-Flow products feature phenolic resins, are washable and may be reused. The diatomaceous earth filters are permanently impregnated types, and are also washable as well as reusable. All the units are unconditionally guaranteed against all factory defects in materials and workmanship for a period of one year. The products use line cords that are three-conductor grounded, UL-approved.

Prices start at $29.95 retail for low-end units (with 7-square-foot area filter elements) to $150 (with a 48-square-foot filter element types). The models also range in weight from 17 to 53 pounds.

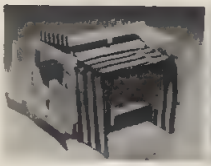
Filter-Flow offers, in addition, a line of pool accessories including packaged vacuum replacement hoses, pleated replacement filter elements, automatic non-tilt top skimmers and automatic bottom vacuum cleaners.

Descriptive literature delineating the line is available by writing to: Sales Manager, Filter-Flow Corporation, at the above address.

In a Bottle: Jan. '45

For preschool kids there was a jar full of cleverly shaped and brightly-colored wood parts for making comic figures.

Noiseless Axle Motor Sound, Name Panels in Structo Line



A noiseless self-lubricating polyethylene axle for chassis protection, an exclusive no-battery Pow-R-R-R which produces a realistic motor sound and name panels on Van trucks that can be redesigned and styled are among the new features in the 1965 line from Structo Mfg. Company.

Structo president W. A. Wenner reports that the line will feature 52 heavy-gauge steel trucks and other toys in seven categories, all produced at the company's highly automated 600,000 square-foot plant.

Six new trucks have the Pow-R-R-R motor sound. One of these is a wrecker, 13" long, 5¾" wide and 6" high. The item has a white body, car and chassis and red boom; white sidewall tires, a windshield, partly opened side windows and a rear window; and a wrap-around bumper for a high-styling effect. A turn of the winch crank lifts the "wreck."

Another new offering is the Weekender truck which can be converted into deluxe camping facilities. It includes a white body, decorative red candy-striped curtains, tent cover and tent and a compact tent storage unit on the roof from which the tent swings down as an effective windbreak. There are also a fold-out seat that converts into a bed, a refrigerator and sink, swing-out rear doors and two side doors that open and shut. The Weekender is 12" long, 5¾" wide and 7⅛" high.

Also in the line is a smartly-styled mobile crane of heavy gauge steel with one handwheel that controls raising, lowering, loading and unloading of the bucket and another that raises and lowers the boom. The cab (complete with a seat and steering wheel), boom and bucket revolve 360 degrees. Adjustable stabilizers on the rear of the truck prevent the unit from tipping. Partially-opened side windows and a rear window, white sidewall tires and a large chrome-plated, wrap-around bumper are other features of the 15⅜" long, 6-7/16" wide and 7¼" high crane.

For the junior postman there's a heavy gauge steel mail truck in red, white and blue complete with two miniature mail bags, a steering wheel, seat and motor cover, two sliding doors and rear doors that open and close. The item is 12" long, 5" wide and 6⅜" high.

A steel Riding Academy with realistic operational features offers "travel accommodations" for two large and two small horses. Included are a white pickup with a windshield, tailgate that raises and lowers, seats on the side and space in the back, steering wheel and a shift lever in front, and a blue horse trailer with a loading ramp door that swings down to open. Overall length of the item is 20⅜". The trailer is 9¾" long, 5⅜" wide and 6" high. The Riding Academy is also equipped with headlights and white sidewall tires.

Structo's low-priced Kom-Pak line comprises 10 models, each in its own attractive "see-through" box, and a three-piece display packaged Road Construction Set. All except the Road Grader have the Z-Z-Z-ound motor sound. One of these is the heavy gauge steel Automatic Dump Truck with a green cab, yellow body and off-white grille; headlights, a windshield and side and rear windows, and a lever that dumps the body automatically. The truck is 8⅜" long, 3¾" wide and 3⅝" high.

Flypogger as Speed Shift In New Kit from Monogram

Fred Flypogger, the Speed Shift, left his hot rod in pieces behind him, but he's still got a mean speed shift.

Designed for Monogram models by Stan (The Mouse) Miller, the new $1 cartoon

character kit has Fred perched over the front wheels of his disassembled rod. In his right hand is his "eight-ball" shift, torn from the car by its roots. His left hand clutches the torn-off steering wheel. His big-toothed mouth grins with glee.

He is accompanied by his pet fly and mouse, Mr. Miller's personal trademarks.

"This is one of the gassiest models of Fred and a good companion to his Flip Out and Super Fuzz portrayals," Monogram president Jack M. Besser advises.

Chain-drive Tractor and Trailer

Tractor and Trailer $19.76 | Tractor Only $15.99

Tractor. Universal steering joint lets you turn a full 360°. 8-inch front, 10-inch rear wheels. Adjustable bucket seat, trailer hitch. Orange with black trim. 37 inches long, 26 in. high. Unassembled.
79 N 8949L Shipping weight 26 lbs. $15.99

Trailer. Haul rider or parcels . . strong steel. 37x15 inches wide. 7½-inch wheels. Unassembled.
79 N 8955C—Shipping weight 10 lbs. $5.97

Tractor and Trailer. *Save $2.20* Separately . *$21.96*
79 N 8960L2—Shipping weight 36 .lbs. . $19.76

$9.88

It's great fun! Folding-seat Scooter

You'll like this new seat idea. Scoot along, sit back and coast. Big 10-inch, nylon bearing wheels roll on semi-pneumatic tires. Wooden base for sure footing. Brake on rear wheel, parking stand, too. Red and white enamel finished 39 inches long. Unassembled.
79 N 8803C—Shipping wt. 18 lbs. $9.88

$3.77 $6.77

Jr. Scooter

Sparkling bright and shiny red enamel on steel. 6-inch wheels, ¾-inch rubber tires. 31 inches long. Stand. Unassembled.
Shipping wt. 7 lbs.
79 N 8809C . . $3.77

Scooter Chief

10-inch, ball-bearing wheels, 1¾-inch rubber tires. Brake and stand. Red steel. 38 inches long. Unassembled
Shipping wt. 15 lbs.
79 N 8813C $6.77

Save this catalog to order toys from now until Sept. 1, 1966

Putt-putts like a real Tractor

Shift gear to hear motor sound from chain drive

Big side exhaust and play spark plugs show power. Deep-cleat rear wheels give plenty of traction

Tractor and Trail Trac $25.56 | Tractor Only $21.97

Tractor. Steel chassis with plastic exhausts and plugs. Adjustable seat, hitch and step plate. Full ball bearings. 8-in. front, 10-in. rear wheels with semi-pneumatic tires. 37x25 in. high. Red and white. Unassembled.
79 N 8934L—Shipping weight 33 pounds. $21.97

Trail Trac Trailer. 12x11 in. wide. 8-in. wheels. Red, white. Unassembled.
79 N 8929C—Shipping weight 11 pounds. $5.44

Tractor and Trail Trac Trailer. Unassembled. *Save $2.85.* Separately *$28.41.*
79 N 8939L2—Shipping weight 44 pounds. $25.56

Chain-drive Tractor hitches to 1-seater Dump Trac with lever-action unloading

Super Diesel Tractor makes real motor sound when you shift the gears . . authentically-styled engine . . dual front wheels

Tractor. Ball-bearing chain drive. 8-in. front wheels, 12-in. rear wheels. Semi-pneumatic tires, tractor tread on rear. Adjustable seat. Lock ignition. Green and yellow. Unassembled.
79 N 8957N—Shipping wt. 40 lbs. . . $26.88

Dump Trac. Steel seat and dump box. Red with white trim. 33x15 inches wide. Unassembled
79 N 8917C—Shipping wt. 16 lbs. $8.88

Tractor, Dump Trac. Separately *$35.76*
79 N 8968N2—*Save $3.58* Wt. 58 lbs. $32.18

"N" Items (as 79 N 8957N) shipped freight (rail or truck) or express

MURRAY

STILL THE CHAMPION

5-800

5-660

5-710

5-718

No. 5-800—Super Tot Rod—Adjustable seat Body is 42" long, 23" wide, 22" high. 10" rear wheels, 8" ball bearing front wheels, semi-pneumatic tires. Rear support tube will accommodate thunder rod motor Heavy gauge ⅞" steel tubing Vermillion with white trim. **$21.95**

No. 5-660—Fire Truck—Flashing red light and chrome plated bell 40" long, 15" wide 8" wheels with moulded tires. Jet type steering wheel, wooden ladders, ladder rails, rear platform. Vermillion with white trim **$21.50**

No. 5-650—Tee Bird Auto—Attractive Tee Bird auto with today's styling 33" long, 15" wide. 8" wheels. Jet type steering wheel. Bahama blue with white trim, vermilion wheels with white stripe. **$15.95**

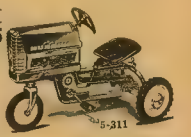
No. 5-710—Sports Fury Car—With Thunder-Rod motor. Features new wrap around windshield, rear view mirror Motor actuated by gear shift type lever. 5 position adjustable pedals, fender ornaments, ignition key. 36" long and 17" wide. 8" wheels with moulded tires. Metallic ice blue, red and white trim **$25.95**

No. 5-710—Speedway Pace Car—Body is 36" long, 17" wide, 8" wheels. 5 position adjustable pedals. Body is finished in Arctic White with red and black trim Windsheild, hub caps, fender ornaments, reflectors, ignition key **$19.95**

No. 5-311—Deluxe Tractor—Full ball bearing. 37" long, width 22", height 25" 8" ball bearing front wheel with large semi-pneumatic tire, 10" ball bearing rear wheels with tractor lug tires. Ball bearing chain drive Simulated spark plugs, ignition wires, trailer hitch, spring type adjustable seat Vermillion with aluminum and white trim, white wheels. **$24.95**

5421

No. 5421—Irwin Tractor—Of super-tough plastic construction, steel axle, ball bearings. Forks and supporting brackets. Front wheel rubber tread. Heavy duty construction throughout. Has trailer hookup **$9.95**



5-311

"Big Red" Hot Rod

No. 5238—"Big Red" Hot Rod—A faithful replica of a 'rodders' dream. Over 28" long, 9½" to the roll bar and 12⅝" shoe to shoe. One piece metal chassis, wheel supports, pinion gears, etc. Wild Red. Silver vacuum plated 'mag' wheel discs, manifolds, air intake and more. Shift transmission, forward and reverse. Motor noise comes from "Za-Zoom" unit. Has bellows horn, fold down windshield, jack-stand for 'motor tune up' **$18.95**

5-650

Zoom-Mobile

No. 4830—Zoom-Mobile—It's all NEW . . . push it back to wind up the oversized clock spring motor with a reverse slip clutch. Set the hand brake. For realism activate the play dash gadgets — turn signals, drive lever. Push highway horn, turn on the blast of the electric ZA-Zoom motor noise unit. High, impact plastic, silver wheel discs, 200 cubic inch rear storage trunk with tools 37" long, 15" high, 14" wide. **$21.50**

4830

5238

8958

120

121-6

SNOW FUN

No. 8958 — Silver Streak Sled — Streamlined, with rear lower than the front, "T" shaped grooved runners Closed runner ends for safety Highest flexibility for steering with patented "Y" steering Decks of selected hardwoods, coated with weather-resistant varnish 58", 6 knees **$11.50**

No. 8964—Silver Streak Sled— 64", 8 knees **$13.50**

No. 8946 — Silver Streak Sled — 46", 4 knees **$8.95**

No. 7341 — Royal Racer Sled — 41", 4 knees **$5.95**

No. 7140—Royal Racer Sled—40", 4 knees **$5.50**

No. 121-6 — Coast-A-Way — Made of beautiful, bright aluminum - strong, yet amazingly lightweight. Can't rust, won't crack or split. A 26" gently curved disc with full-round, safety rolled edge. Two strong, double riveted handles plus holes for tow rope. **$5.00**

No. 120-6 — Sno Flyer — 26" spherical disc of heavy gauge steel that will stand hard use, give years of exciting fun. Inside decorated in 4 bright colors. Bottom finished in tough, baked-on enamel. Two strong handles: holes grommeted for tow rope **$4.50**

THE MURRAY OHIO MFG. CO., DEPT. T

Chain Drive **TRIKE***

Full ball bearing chain drive with 1¼" heavy gauge steel frame. Heavy gauge machine spoke wheels with 1⅝" semi-pneumatic tires. Adjustable white plastic top saddle with red piping and double springs. ¾" chrome handlebar with white plastic finger lug grips and knuckle guards Frame is finished in vermilion with white trim and white wheels.

Stock No.	Mfg. No.	Size wheels	Wt. ctn.	Each
493–734	5–586	16 x 14 in.	37 lbs.	$ 26.95

One in a carton

Deluxe Chain Drive **TRIKE***

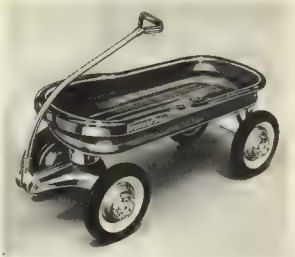
Full ball bearing chain drive with 1⅝" white sidewall semi-pneumatic tires. White vinyl adjustable saddle with mylar silver piping and chrome springs. Chrome fender and ¾" chrome handlebar with knuckle guard grips and streamers. Chain guard enclosed on both sides, malleable crank. Finished in flamboyant red with white trim.

Stock No.	Mfg. No.	Size wheels	Wt. ctn.	Each
495–119	5–588	16 x 14 in.	38 lbs.	* $ 29.95

One in a carton

Full Ball Bearing **WAGON**

Super Deluxe



Body is one piece of heavy gauge deep drawn steel, 36" in length and 17" in width. Wheels are 10", full ball bearing with large semi-pneumatic tires. Equipped with automotive spinner type hub caps and vinyl covered wagon handle Finish in vermilion with white trim, undergear in aluminum enamel and vermilion wheels with white stripe.

Stock No.	Mfg. No.	wt. ctn.	Each
494–518	5–100	30 lbs.....	* $ 16.95

One in a carton

* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO.,

PARKCYCLES

Deluxe Convertible tank cross-bar. Bicycle type frame-New high riser chrome handle bars. Banana seat/padded and vinyl top. Full ball bearing crank and head. Tangent spokes, chrome rims and fenders. Coaster brake. Pneumatic-tires. White finger lug grips with streamers, red and white bow form pedals. Rear reflector. Training wheels. Finished in flamboyant red with white trim.

Stock No.	Mfg. No.	Size wheels	Wt. ctn.	Each
471-854	5-551 x 65	20 in.	38 lbs.	* $ 36.95

One in a carton

20" With Bicycle Coaster Brake*

Bicycle type frame, full ball bearing crank and head with bicycle coaster brake and 20 x 1.75 bicycle tread semi-pneumatic tires with tangent spokes, chrome rims and chrome fenders. Cross bar tank easily converted from boys to girls model. Equipped with bicycle type handlebar, finger lug grips, safety aid training wheels and rear reflector. White saddle with red piping and springs, red and white bow form pedals. Finished in flamboyant red with white trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
494-781	5/550	20 in.	40 lbs.	$ 34.95

16" With Bicycle Coaster Brake*

Semi-Pneumatic Tires

Convertible Tank Cross Bar

Full ball bearing with bicycle coaster brake, 16 x 1⅜" bicycle tread semi-pneumatic tires and heavy gauge machine spokes. Cross bar tank easily converted from boys to girls model. Equipped with safety aid training wheels and bow form pedals. ¾" adjustable hi-riser handlebars with white plastic grips and knuckle guards. White with red trim banana saddle and chrome fenders. Finish in flamboyant red with white trim and aluminum enamel wheels.

Stock No.	Mfg. No.	Size wheels	Wt. ctn.	Each
495-465	5-534	16 in.	35 lbs.	* $28.95

One in a carton

* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO., DEPT. T

WILDCAT BICYCLES

SPECIFICATIONS—

Frame: Rugged, Murray patented hydrogen brazed, three bar cantilever. **Fork:** Murray tubular, hydrogen brazed with triple truss crown and chrome cap. **Handlebars:** High rise with "Murray" white plastic molded finger grips. **Stem:** Chrome, forged for extra strength. **Saddle:** New Banana style with foam rubber pad, black and white checkered vinyl waterproof top, silver mylar trim, sturdy ⅝" chrome tubular support rods and stimsonite reflector on rear. **Seat Post:** Chrome Extra length. **Fenders:** Chrome. Special design "Wildcat". Rear flared. **Rims:** Chrome. All steel hook type **Sprockets:** Chrome Front 46T, rear 18T for higher gear ratio. **Rear Hub:** Bendix coaster brake, 28 spokes for extra strength. **Tires:** Front 20"x1.75" conventional tread, rear 20"x2.125" studded non skid tread **Pedals:** Full size heavy duty non skid, diamond tread white rubber block. Ball bearing. **Finish:** Brilliant metallic lime with black, white, and red trim. **Packing:** One per carton with front fork and wheel assembled into head. **Weight** 41 pounds.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
472–860	**5–38**	20 in.	41 lbs.	***$ 53.95**

Same as 5-38 except: **Fenders:** Removed. **Finish:** Brilliant metallic gold with black, white and red trim. **Shipping Weight:** 40 pounds.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
495–457	**5–28**	20 in.	40 lbs.	***$ 41.95**

SPECIAL POLO MODEL.

SPECIFICATIONS—

High rise handlebars, forged stem for extra strength. New banana seat with foam rubber pad, vinyl top, silver mylar trim, sturdy 5/8" chrome tubular support rods and stimsonite reflector. Extra long chrome plated seat post, Bendix coaster brake, chrome rims and fork cap, 20"x2.125" rear studded non-skid tire. 20"x1.75" regular tread front tire. Full size white rubber diamond tread ball bearing pedals. Hydrogen brazed frame and fork. Finish: Flamboyant red with white and gold trim.

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
471–870	**5-28×65**	20 in.	38 lbs.	***$ 44.95**

Entire Page, One in a carton

* Factory Suggested Resale Price

THE MURRAY OHIO MFG. CO.

WILDCAT – 3-SPEEDS

Frame: Rugged, Murray patented hydrogen brazed, three bar cantilever. **Fork:** Murray tubular, hydrogen brazed with triple truss crown and chrome cap **Handlebars:** High rise with "Murray" white plastic molded finger grips **Stem:** Chrome, forged for extra strength **Saddle:** New Banana style with foam rubber pad, black and white checkered vinyl waterproof top, silver myar trim, sturdy 5/8" chrome tubular support rods and stimson te reflector on rear. **Seat Post:** Chrome Extra length **Fenders:** Chrome. Special design 'Wildcat' Rear flared **Rims:** Chrome. All steel hook type **Sprockets:** Chrome. Front 46T, rear 18T for higher gear ratio. **Rear Hub:** "333" factory adjusted three speed with twist grip control, 28 spokes for extra strength **Brake:** Factory adjusted front and rear hand calipers **Tires:** White sidewall Front 20"x1 75 conventional tread, rear 20 x2 125" studded non skid tread **Pedals:** Full size heavy duty non skid, diamond tread white rubber block Ball bearing. **Finish:** Flamboyant tangerine with black, white, and red trim

Stock No.	Mfg. No.	Size wheel	Wt. ctn.	Each
472-845	5-48	20 in.	42 lbs.	* $ 64.95

One in a carton

* Factory Suggested Resale Price

4-Pc. Trap Drum Set $119.95

A AMERICAN MADE FOR TEENAGE OR COMBO GROUPS. Here's an outfit for the drummer who knows and appreciates good sound . . . at the one to give the professional look to your group. Popular 14x20 in. bass drum. Separate tension center lugs, built in disappearing spurs and cymbal holder. 5½x14 in. snare drum with throw off flanged hoops. 8x12 in. separate tension tom tom with weatherproof heads and triple flanged hoops. All drums are covered and have chrome plated hardware. Also included in the complete outfit are a Turkish type cymbal, tom tom holder, snare drum stand, foot pedal, drum sticks, wire brushes, and case. Shipping weight 56 lbs.

L62 T 8627 R State color no.: 520 red sparkle 509 silver sparkle. **$119.95**

Snares . . Traps . . Bongos

B FIVE PIECE METAL SNARE SET for players advanced beyond set (C). 5½x14 in. center guide drum with weatherproof head. Metal frame will not chip, crack or moisture-damage like wood. Snare strainer throw off. Set drum, stand, pair of sticks, pair of wire brushes and instructions. Made in U.S.A.

Set **$37.95**

62 T 8659 MO Shipping weight 14 lbs.

For other drums and accessories, See Fall General Catalog, Page 698

C JUNIOR TRAP SET. Ideal for a young beginner. Red 10 in. metal snare drum. Maple rims. Five nickel plated tuning rods, adjustable heads and adjustable throw off strainer. Set includes cymbal, tom tom scratcher, 2 drumsticks, 2 mallets, 2 wire brushes, stand and instructions.

Set **$13.95**

62 T 8655 Shipping weight 5 lbs. **8.95**

62 T 8650 – Drum, 2 sticks, sling, instructions. Ship. wt. 2 lbs. 4 oz.

D 4-PIECE BONGO DRUM SET. Rhythm enthusiast can play each piece. Includes bongo drums, 2 maracas, 2 claves and instruction booklet.

Set **$6.95**

62 T 7906 Ship. wt. 4 lbs. 4 oz. . .

62 T 7905 – BONGOS ONLY WITH INSTRUCTIONS. Ship. wt. 3 lbs. . **5.95**

5-Piece Electric Guitar Outfit $44.95

E THE GOLDEN JET . . . AS CHEERFUL, EXCITING AND VIBRANT AS TODAY'S NEW MUSIC. This is the newest in Airline's fine line of guitars, designed exclusively for 4-ways this Christmas to give musical enjoyment that grows with each succeeding year. The beautiful golden body is a stunning contrast to the jet black pickplate. Size overall about 36 x12¾x4½ inches. TREBLE TO BASS SLIDE SWITCH ALLOWS YOU TO VARY THE TONE for solo playing or as a back ground for singing. 2 in. hi fidelity two pickups. Separate tone and volume controls. Pick, strap, carrying bag and instruction songbook are included. Amplifier required, see Fall Book. Pages 692-693. Made in U.S.A.

62 T 7270 MO Shipping weight 10 lbs. . . . **$44.95**

Popular Guitar Outfit $17.95

F A PERFECT INSTRUMENT FOR GIFT GIVING or for yourself. Enjoy playing folk songs to old popular tunes. Be the hit of the next party. Complete 6-piece outfit includes acoustical steel string guitar, tuning and instruction record, neck cord and pick. All at one low price. Sturdy hardwood body with contrasting White edge striping. Popular pin bridge, an unusual feature at this price. Beautiful Natural top. Mahogany finished body. Protective pick guard. Accurately fretted fingerboard with inlaid position markers. Steel reinforced neck will not warp. Standard Size 36x13 in.

Complete Outfit **$17.95**

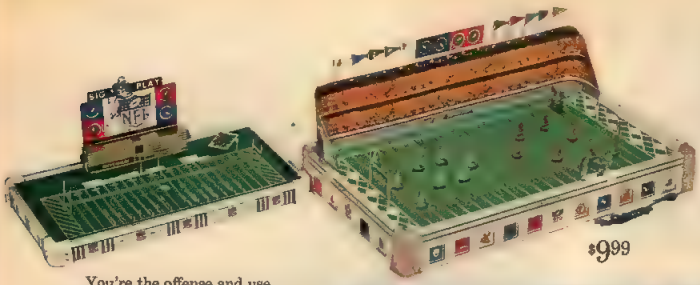
62 T 7355 MO Ship. wt. 9 lbs.

For a Complete Selection of Acoustical Guitars, See Fall Cat., Pages 694-695.

Sturdy Stand . . An Ideal Gift $2.98

G ADJUSTABLE, 3-SECTION NICKEL PLATED STEEL MUSIC STAND. Extends to 60 in.; folds to 16 in. Adjustable desk with prongs to hold music sheets securely. Automatic locking tripod base.

62 GT 7613 Shipping weight 2 lbs. 8 oz. . **$2.98**



$9.99

NFL Electric Football with 36x21-inch gridiron

All the exciting action of real football on this vibrating gridiron. Cross buck, screen pass, end around and more. 2 teams of life like 3-dimensional players clash while 6 substitutes wait to be called in. Separate kicker-passer, magnetic football. 3-man yardage marker, goal posts. Metal grandstand with 2 workable scoreboards, flying pennants. Steel-framed hardboard. Plays and instruction sheet. UL listed, 110-120-v., 60-c. AC. Shpg. wt. 12 lbs.

79 N 301L **$9.99**

You're the offense and use levers to move ball down field . . defense turns dial to stop you

Big Play Football

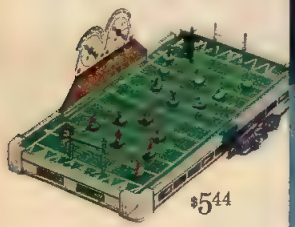
$6.99 without batteries

By selecting one of 14 levers, offense chooses from possible plays that occur in real NFL action. Defense counters with one of four proved NFL defenses. "Selectromatic Quarterback" records action. Scoreboard lights up to show whether offense or defense made the "Big Play." 28x15-in. hardboard playing surface. Metal frame. Uses 2 "D" batteries (order below).

79 N 304C—Shipping weight 6 lbs. **$6.99**

"D" Battery. Shipping weight each 4 oz.

79 N 4660..... ... Each 16c; 4 for 60c



$5.44

Electric Pro Football played on 29x15-inch gridiron

A flick of the switch and 2 teams of 3-dimensional players go into action. Dual-action kicker-passer throws forward passes and boots field goals. Metal grandstand, hardboard field. Also 2 scoring devices, goal posts, magnetic ball, yardage marker. Steel frame. Instruction booklet included. UL listed, 110-120-v., 60-c., AC.

79 N 104C—Shipping wt. 7 lbs..... **$5.44**

Crowd fills 3 sides of double-deck stands

Players run, block, tackle, receive passes in NFL Big Bowl Electric Football

$11.99

Surging excitement of a big crowd in a double-deck grandstand only from Sears. Just set up your formations and watch 3-dimensional players clash on 36x21-inch field. Vibrating coil in field keeps men in action. Spectacular kicker-passer throws and boots magnetic ball. 3-man yardage marker and scoreboards keep track of the action. Set includes pennants, goal posts, 3 magnetic footballs, instructions and NFL plays. Paints and brush for painting players. Steel frame, plastic covers. Coil operates on 110-120 volt, 60-cycle AC. UL listed. Partly assembled.

79 N 296L—Shipping weight 13 pounds..... **$11.99**

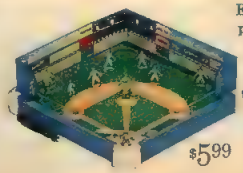
44 players paint them to make 4 teams

Foto-electric Football

$5.99

Quarterback your own team. Lighted gridiron shows plays in motion . . the action, suspense of pro games. "Hall of Fame" set includes offensive and defensive play cards, dials for kicks and runs, scoreboard. Laminated cardboard. UL listed, 110-120-v., 60-c. AC.

49 N 114C—Wt. 5 lbs. **$5.99**



$5.99

Electro-magnetic Baseball push buttons to pitch, bat

Touch of button delivers complete variety of "pitcher's specials." Arm powered by electronic coil. Second player presses a button and lever-action bat slams magnetic ball into play. 9 stationary metal players, scoreboard. Hardboard base 19x19 in., steel frame. UL listed, 110-120-v., 60-c. AC. Wt. 6 lbs.

79 N 418C.....**$5.99**

9.97

Play pro-style NFL football

Block, tackle, run for yardage, SCORE!

It takes team play to win on this electrical gridiron

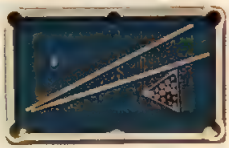
THRILLS FROM KICK-OFF TO FINAL GUN! That's NFL electrical football. Twenty-two 3-D styrene plastic players in 4 different poses leap into action on the electric vibrating field. Game includes a metal snap-action kicker/passer, 3 molded magnetic footballs, 2 plastic goal posts, and a 3-man yardage marker. Hardboard playing field, steel frame are handsomely decorated. Rounded plastic corners. Operates on 110-120 volts, AC. Game measures 21 x 36 x 11 in. high. Charge it—see page 227 for full information.

X 923-2505 A—Shipping weight 13 lbs.**..... 9.97

It's new! It's ELLIPTIPOOL®

. . . all the skill, all the challenge of regular pool with some exciting new angles

1 19.88

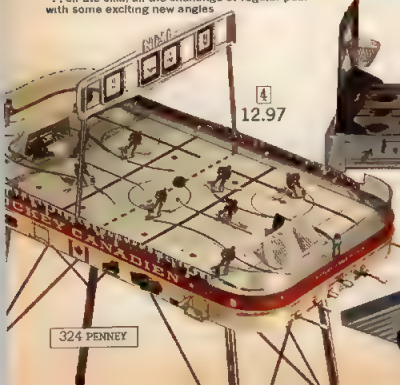


2 7.77

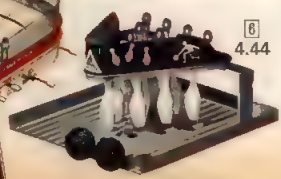
3 4.33

Shoot and score!

5 6.97



4 12.97



6 4.44

1 NEW ELLIPTIPOOL®. Play it just like regular pool—geometrically designed top lets you make tricky bank and angle shots. Play at table-top height—no legs so it stores compactly when not in use. Green cotton playing surface. Resilient rubber cushions. Hardboard sides with wood-grained finish. Non-marring bottom. Ball return. Ten 1½-in. balls, two 32-in. hardwood cues, chalk, rack, rules. Meas. 32x34 in.

X 924-4815 A—Shpg. wt. 17 lbs. 8 oz.** 19.88

2 DELUXE TABLE-TOP MODEL POOL TABLE. A scale model of a regulation table mounted on pedestal legs. Has single-end automatic ball return and built-in score counter. Sturdy steel frame, hardboard base, cloth playing surface. With two 24-in. wooden cue sticks, 15 (1⅝ in diam.) numbered balls and white cue ball, plastic triangle and rules.

X 923-9336 A—30½x17¾x6½ in. 9 lbs.* 7.77

3 GOTHAM TABLE-TOP POOL TABLE. With automatic ball return and cloth surface. Durable steel frame with hardboard base. With two 21 in. wooden cue sticks, 15 (⅞-in. diam.) numbered balls plus white cue ball, triangle, rules. Meas. 25⅛x15½x3¾ in. high.

X 923-2513 A—Shpg. wt. 8 lbs. 4 oz... 4.33

4 CANADIAN HOCKEY. The hottest hockey played! The puck is dropped automatically and the action begins. You take the attack as the other player tries to set up his defense. Each player moves individually at your command. There's a pass into the center. A shot. The electric light flashes—a goal! Now get ready for another face-off. Metal players wear official NHL uniforms, each with individual plastic stick. Transparent plastic rails on both sides of ice with crowd scenes on side boards. Folding tubular metal legs. Operates on 2 "D" batteries—order on page 372. Measures 36x19½x42½ in.

X 924-4823 A—Shpg. wt. 12 lbs.**... 12.97

5 DELUXE BASKETBALL GAME. Bank 'em or swish 'em in from any of 16 positions on the realistically detailed steel 28 x 14 in. court. Steel shooting mechanism lets you aim your shot—then pull flipper and add another 2 points to your team's scoring counter.

X 924-4831 A—Shpg. wt. 7 lbs. 8 oz.*.. 6.97

6 GOTHAM ALL-STAR BOWLING. Roll strikes, spares, or splits. A skill game that requires bowling know-how. Automatic flip-action steel pinsetter and automatic ball return. High impact polyethylene plastic pins. Includes two 2½-in. diam. balls, playing rules. Meas. 16⅜x16⅜x9 in. high.

X 923-1929 A—Shpg. wt. 4 lbs. 8 oz... 4.44

*Semi-mailable—see page 230.

**Not mailable—pay shipping on delivery.

Looking for gifts?
See Toy Buying Guide on page 228.

NHL power-play hockey

3-ft. long—all players actually move on rink. Light flashes when goal is scored. **8.88**

Skate, Pass, Shoot, and Score for your favorite NHL team.

Each side has 5 men plus goalie. You control each man individually. Set up scoring plays as your opponent tries to set up his defense. Automatic puck ejector for face-off. Exciting action as players move in and out, side to side, with plastic hockey sticks. Includes overhead plastic scoreboard with changeable NHL panels. Hardboard rink with sturdy metal frame. Scoring light uses 2 "D" batteries (not included—order on page 372). Meas. 36x18x3½ in. high.

X 923-9328 A—Shipping weight 9 lbs. 6 oz.*..... 8.88

1 **TABLE-TOP NOK-HOCKEY®.** The speed, the skill, the thrills of ice rink hockey are all packed into this action filled game. The object is to put the puck into the red-marked goal area of your opponent while guarding your own goal area. Up to 4 can play on the large 25x47 in. playing surface to make 3 strikers and with reinforced wooden frame. Fits snugly over any standard table. Bend score keepers are recessed in side rails. Net goal pockets. Includes 4 sticks, 2 pucks. Ages

X 924-4849 A—Shipping weight 20 lbs.**. 9.97

2 **ELECTRIC RACING.** The most versatile track around. There's horse or harness racing, stock car racing—or you can even run your own track and field meet. Metal with plastic figures, race result board. 110–120 volts, AC. 27x16½x2½ in. high.

X 924-4898 A—Wt. 4 lbs.... 5.97

3 **ELECTRIC FOOTBALL.** 22 plastic players. With kicker/passer who controls magnetic footballs. 2 plastic goal posts, metal yardage marker. Hardboard playing field set up NFL determines game formation with colored plastic corners. 110–20 volts, AC.

X 923-1911 A—Wt. 5 lbs 5.29

4 **MAJOR LEAGUE ELECTRIC BASEBALL.** Electric pitcher faces lever-controlled batter. Throws straight, curved, fast, or slow pitches. Batter tries to hit a homer—or can even bunt to get on base. 4 base runners risk being thrown out by throwing device mounted atop center field fence. Steel framed hardboard. 110–120 volts, AC. 20½x20½x2½ in. high

X 924-4880 A—Shpg. wt. 4 lbs 5.97

5 **DELUXE KIK-IT®.** A fast action game for up to 8 players! The object is to pass the ball forward toward the opposing player's goal. He can block your shot and force you to defend. Made of finely lacquered hardwood with wooden kick-sticks and net goal. Meas. 50x22x3 in. high.

X 924-4864 A—Shpg. wt. 24 lbs.* 8.97

Junior Kik-It—one-half size for 2 to 6 players.

X 924-4872 A—15 lbs.* 5.97

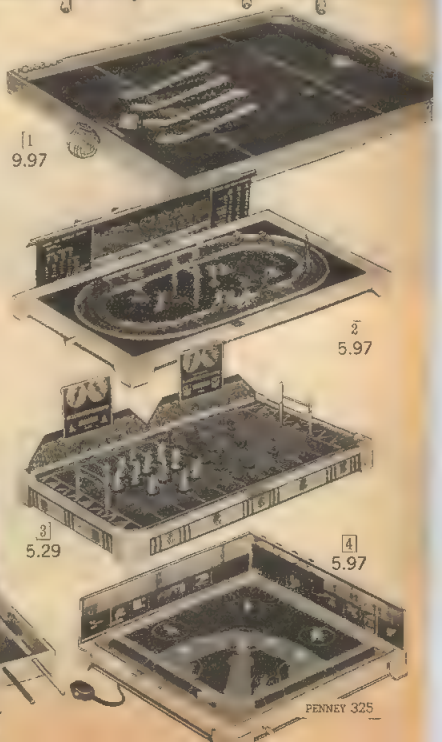
6 **SKITTLES.** Spin the top and sit back to watch the action. The mysterious top seems to have a mind of its own. See it bounce around the maze of holes and passageways, recochet crazily against the sideboards—all the while knocking down pins and building up your score. No two games are ever exactly alike. Any number of people can play. You get 2 tops, wind-up string, a full set of 12 tenpins, plus the fine-y-finished hardwood box. 30x14x4 in.

X 924-4856 A—Shipping weight 9 lbs 5.99

*Semi-mailable—see page 230. **Not mailable—pay shpg. on del.

Amazing! Uncanny! The time-proven fascination of SKITTLES

6 5.99



1 9.97

2 5.97

3 5.29

4 5.97

Order Early—before Nov. 15th
No payments until Feb., 1968
**See pages 256-257 for details*

1

2
Save 3.00
13.95

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18.95

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Save 3.00
26.95
cash or
4.00 Monthly*

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32.95

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Save 5.00
29.95
cash or
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Value leader!

Your kind of guitar at a new low price! **36.95** Cash or 6.00 monthly*

1 We think that this Guitar is the finest instrument we have ever sold at this price! Now you can be the "sing-along" leader in your group or play just for your own enjoyment, with a guitar that looks twice as expensive as it is. Matched grained White Spruce top with contrasting mahogany-toned back and sides, bound both back and front. Geared non-slip tuning pegs, smart inlaid mother-of-pearl position markers, heavy-duty pick guard. Bound rosewood finger-board, inlaid sound hole. Size 40 by 14¾ ins. Includes book, pick and neck cord.
060-R 6555. ..... 36.95

2 This shaded Hardwood Guitar is just right for the beginner! Big sound, easy fingering, with geared non-slip tuning pegs. Includes book, pick and neck cord. Size about 13 by 35 inches.
060-R 6636. SAVE 3.00. Reg 16.95..... 13.95

3 Don't miss the ever popular "Trail Driver" Guitar with authentic western flavour! Geared and machined tuning pegs, shaded Hardwood body, with true-tone strings. Book, pick, cord.
060-R 6506. About 13 by 37 inches..... 18.95

4 SAVE 3.00 on this quality concert-size steel string Guitar! White Spruce top, shaded body bound back and front. Geared pegs. Steel reinforced. Book, pick, cord. About 14¾ by 39 ins.
060-R 6637 Reg 29.95..... 26.95

5 The "Nassau" slim-neck Arch-top Guitar offers true sound and easy fingering! It's steel reinforced too! Lustrous Red Mahogany sunburst finished Hardwood. Geared tuning pegs, adjustable bridge, heavy-duty pick guard, ebonized position markers. Size about 40 by 16 ins. Includes book, pick, cord.
060-R 6505. . . . 4.00 Monthly* or Cash 32.95

6 It takes the big sound chamber of a Western Jumbo for rich bass and ringing treble! Just right for to-day's folk and western music. Natural Spruce top with mahogany-shaded body, bound back and front. Geared tuning pegs, rosewood fingerboard. Size 16 by 41½ ins. Book, pick, strap.
060-R 6639. SAVE 5.00. Reg. 34.95. . . . 29.95

8
Save 7.00
62.95
cash or
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4.79

10
Save 3.00
13.95

11
9.95

12
Save 5.00
34.95

7
Save 5.00
44.95
cash or
5.00 Monthly*

Eaton's greatest music values ever!

7 SAVE 5.00 on this standard Banjo that comes complete with a protective soft plastic carrying bag! Has traditional 27-inch scale, five strings, 22 frets, aluminum rim with 20 adjustable brackets, rosewood finger-board. With pick, book and cord.
060-R 6640. Reg 49.95 ..... 44.95

8 SAVE 7.00 on this de luxe long-neck folk Banjo! 32-inch scale, five strings, 25 frets, 30 adjustable brackets on rim, bound rosewood finger board. A real professional! Includes pick, book and carrying case.
060-R 6641. Reg. 89.95..... . . 82.95

9 Sunburst finished standard Ukulele, nylon strings. Includes pick and book.
060-R 6527 Size 21 by 6¼ inches 4.79

10 SAVE 3.00 on this fine All-Mahogany baritone Ukulele with rosewood finger-board! Two nylon, two steel strings, non-slip tuning pegs. Pick and instructions included.
060-R 6631 30½ by 8¾ ins. Reg. 16.95.. 13.95

11 Great fun is yours with this complete Latin American Outfit! Large bongo 7¼ by 6¼ by 6¾ ins. Hand painted gourd maracas, wood claves, instruction book.
060-R 6570. . . . . 9.95

12 SAVE 5.00 on this B-flat Trumpet in the standard A440 international pitch. Has quick change to A. Includes a plated mouthpiece and a brass music lyre.
060-R 6536. SAVE 5.00. Reg. 39.95.... 34.95

43 12/8/61

BASEBALLS

WILSON PONY LEAGUE

D 100 164) A1076 - Retail, $2.40 . . Ea. DEY

Durable alum-tanned horsehide cover insures scuff resistant performance through many innings of rigorous play. Anchored and balanced winding of fine wool yarn encases the cushioned cork center. This ball is approved for use by the Pony League Baseball Inc. Each ball is individually boxed and sealed

WORTH OFFICIAL LITTLE LEAGUE BALL

D*100 040) LL100 - Retail, $2.25 . .Ea. DTY

This official ball of the "Little League" autographed by Carl E. Stotz, President, has gained wide acceptance in general use. The Worth horsehide cover is cemented to the core of 93% wool yarn and sewed with 5-cord waxed thread. Sealed in individual boxes—weight, 5 pounds, per dozen.

AUTOGRAPHED LEAGUE

D 800 029) A1080 - Retail, $1.80 . .Ea. DOY

Endorsed by Nelson Fox. This ball is quality constructed from its rubber and cork center to its white alum-tanned horsehide cover. Ball has an anchored and balanced winding of wool yarn.

One in a box; 12 in a carton—weight, 6 lbs.

WORTH LEAGUE

D*100 107) 972 - Retail, $1.85 . . . .Ea. DXY

Full yarn wound with a rubber center and stronger horsehide cover, sewed with 4-cord thread. Individually boxed weight, 6 pounds, per dozen.

WILSON ALL STAR

D*170 365) A1280 - Retail, $1 35 . . . Ea. ZY

Compressed wool felt center with balance-wound yarn winding Good grade horsehide cover with Harvey Kuenn's signature.

12 in a carton weight, 5 pounds.

WORTH BASEBALL

D 805 986) 962C - Retail, $1.25 . . . Ea. LB

Official special league baseball with cork center wound with special yarn. Genuine two needle league stitch with white alum horsehide cover.

12 in a box—weight, 5 pounds.

WORTH AMERICAN SPECIAL LEAGUE BALL

(800 045) A 1276—Retail, $1.20....Each, LB

Standard in size and weight, this ball is constructed of a genuine rubber center in a compressed felt case. Machine wound with a heavy layer of yarn, the ball is covered with white alum horsehide, sewed in the regular 2-needle league stitch An excellent practice ball, packed in cartons of one dozen. Weight, 6 pounds per dozen.

WORTH PARK LEAGUE

D*800 003) 971 - Retail, 95¢ . . . . . Ea. BX

A compressed core is wound with yarn. The cover is alum tanned and sewn with regular two-needle stitching. One dozen to a carton—shipping weight 6 pounds per dozen.

RUBBER COVERED BASEBALL

D 100 024) S90 - Retail, $1.25 . . . . Ea. LO

Ideal baseball for practice and sand-lot play. Official size and weight. Cork and rubber center. Long wearing, scuffproof and waterproof cover.

Twelve in a box—weight, 5 pounds.

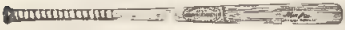
BASEBALLS

SOFTBALL BAT

Louisville slugger official softball bat. Bottle-shape design with long, large barrel (2¾" diameter). Turned from white ash. Natural finish with white taped grip.

D 688 901) 125V - Retail, **$3.70** . . . . . **Ea, OTB**
Lots of 12 . . . . . **Ea, OXD-2**
12 in a carton. 4 each of 32", 33", 34". Weight, 25 pounds

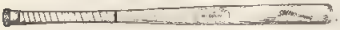
SOFTBALL BAT



D 101 121) 125Y - Retail, **$3.60** . . . . . **Ea, OTY**
Lots of 12 . . . . . **Ea, OXA-2**
12 in a carton. 6 each of 32" & 34"—weight, 24 pounds

Official Louisville Slugger Softball model 12. For the consistant hitter. A small barreled bat, 2⅛" in diameter, with straight taper to small grip. Antique finish. The finest selection of second growth Ash and /or Hickory. White tape grip.

SOFTBALL BAT



"Speed Swing". Official size Louisville slugger. Powerized. Turned from select ash. Natural ash white finish. White tape grip.

(509 372) 125W - Retail, **$3.40** . . . . . **Ea, OTY**
Lots of 12 . . . . . **Ea, ODE-2**
12 in a carton 6 each of 33" & 34" -- weight, 22 lbs.

SOFTBALL BAT

"Dart". Official size Louisville slugger. Oil tempered. Turned from high quality ash. Natural white finish. White tape grip.

(509 331) 100W - Retail, **$2.90** . . . . . **Ea, DZD**
Lots of 12 . . . . . **Ea, DLO-2**
12 in a carton. 6 each of 33" & 34" -- weight, 22 lbs.

SOFTBALL BAT

"Tru-Hit" Official size bat Turned from ash wood. Maroon finish and gray zapon grip.

D 509 356) 51H - Retail, **$1.70** . . . . . **Ea, DXO**
Lots of 12 . . . . . **Ea, DYD-2**
12 in a carton 6 each of 33" & 34" -- weight, 23 lbs.

SOFTBALL BAT

D 173 369) 66 - Retail, **$1.30** . . . . . **Ea, ZY**
Lots of 12 . . . . . **Ea, AY-2**
12 in a carton. 6 each of 33" & 34"—weight, 20 pounds

Natural pigmented finish with black foil branding. Has white skip-tape grip, and "Official Softball" on barrel. 12 assorted models in carton, 33" and 34" lengths. Shipping weight, 20 pounds.

WILSON'S OFFICIAL LEAGUE

D 100 123) A1030 - Retail, **$3.00** . **Ea, OYX**

With a cushion cork center anchored and balanced wound with blue-gray and white wool yarn, excellent for game play. It's cover is made of high selection white alum-tanned horsehide that is non-scuff and water repellent Wilson insures remarkable durability—each cover is double-hand stitched with red cotton thread. Boxed individually and sealed. Weight dozen, 6 pounds.

WORTH OFFICIAL LEAGUE BALL

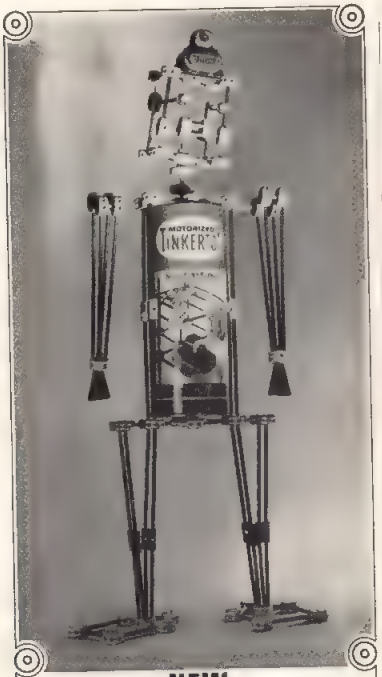
(100 065) 909CC - Retail, **$3.10** . . . **Ea, OYB**

Built to Major League specifications. The official cushioned cork center is wound with the standard American National league specifications; yarn—75% virgin wool, 25% reused wool. This yarn is wound to uniform tension by special speed machines exclusive with Worth brand. The cover is dipped in pure rubber cement forming a stratatex binding which gives a positive base for the cemented cover of Worth tanned alum horsehide. Cover is tanned by an exclusive process to prevent scuffing and feathering. It is recommended for use on skinned diamonds. Wrapped in tissue, individually boxed. Weight, 5 pounds per dozen

WILSON'S OFFICIAL LITTLE LEAGUE

D 100 149) A1074 - Retail, **$2.40** . . **Ea, DEY**

Approved by Little League Baseball Inc., this superb baseball features a cushion cork center, and is anchored and balanced wound with wool yarn for maximum durability. Cover is made of white alum-tanned horsehide, sewed with red cotton thread. Boxed and sealed individually. Weight dozen, 6 pounds



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WHAT'S BEHIND RETAIL TRENDS?

A monthly review of significant events and developments in marketing and merchandising

By R. P. FINN
Financial Analyst

SELLING VIA TELEVISION . . . Selling via closed-circuit television still has the "way-out" sound that world communications via satellite did a few years ago. The latter, of course, is now a reality and it may take no longer for shoppers to select and purchase merchandise through the use of electronic display console systems in stores, or in homes. Such a system was recently described to a meeting of the Society for Information Display in Santa Monica, Calif., by a marketing expert and communications engineer. The "home seller" would include: image-retaining TV equipment to present visual product information to the consumer; analog and digital computers for storage, retrieval, sorting, and rearranging of product information; plus related electronic equipment to simultaneously provide necessary sales information to sales people, credit authorizers, delivery departments, inventory personnel and the manufacturer. The prime component of the system would be a console which could "picture talk" as well as "audio talk" with the customer when he operates it. Customers would press selected keys on the console in order to receive a picture of the merchandise or talk with a salesperson. Several people could be connected at once. The inventors of this system believe that some components for closed-circuit selling will be available within a few years. These include remote information-receiving by a facsimile mechanism and closed-circuit TV systems within retail stores.

WORKING WIVES . . . It's still a man's world, but more married women are working than ever before. One third of all married women will be at work or looking for a job in 1965 compared to less than one-quarter a mere 15 years ago. Since this trend promises to continue, retailers must consider new ways of selling these distaff breadwinners who have more money but less time in which to shop. Who are the new working wives? Older women aged 45 to 64 account for more than half the 1950-65 rise in working wives. Mothers of young children (especially school-age children) have lifted their participation rates more than those with older or no children. Educated women are working in greater numbers than ever before. It is important to remember that these working wives do not work

Move dirt and gravel with these steel giants . . up to 27 inches long and 18 inches high

Your choice $4.97

Bulldozer tugs with chain winch, pushes with big 4-position blade

Clears away sand, levels off grades . . even hauls debris and "timber" with rear chain winch. Lever adjusts blade to 4 heights. Hand-crank the winch . . chain totes a strong hook that grabs on tight. Rolls forward, backward on wide, sure grip treads. Baked enamel finish. 14x8x7½ inches high.
49 N 5538 Shipping weight 4 lbs 10 oz. $4.97

Hydraulic Dumper deposits heavy load when you release the latch

Powerful hydraulic cylinder raises at a precise constant rate. Specially designed to push down easily, yet strong enough to lift and dump a "heaping" load of wet sand. Connection to cab has permanent pivot. Smooth welded construction, baked enamel finish. 22x6x13 inches high when dumping.
79 N 5539C—Shipping weight 5 pounds . . . $4.97

Big Power Digger scoops up dirt, swivels . . dumps it automatically

Sturdy bucket digs deep into sand. Work the 2 handcrank winches to lift and swing boom around to spot for unloading. Raise boom to trip release. Cab pivots on platform. Wide, sure-grip treads propelled by solid steel wheels. Finely detailed, finished with baked enamel. 27x7x18 inches high.
49 N 5499—Shipping weight 5 lbs. 6 oz. . .$4.97

You can order toys on pages 441 to 673 from now until September 1, 1966

Use claw bucket or magnetic hoist with this 2-in-1 Michigan Shovèl

1 Crane truck rolls to the job. Cab pivots full circle. Turn the crank, bucket takes big bite, automatically opens when raised to the top. Remove bucket to install magnetic hoist. Winch lifts and lowers 2 part boom, pushes in to lock. Twin jacks swing down for steadiness. Smooth, durable steel. Baked enamel finish. Chassis 17 in. long.
49 N 5493—Shipping weight 8 lbs. 1 oz.. .$6.99

Tandem-wheel Dump Truck

2 Big and husky for such a low price. Rolls forward and backward, hauls heaps of dirt. Manually operated dump bed. Detailed cab. Sturdy plastic wipes clean, won't shatter, takes rough play. From West Germany. 21x7x8 inches high.
79 N 5588C—Shipping weight 2 pounds. .$1.99

Marx Za-zooom Dump Truck

3 Hear it idle . . then rev 'er up, it sounds like a real truck motor. Dump bed raises and lowers . . vehicle travels forward and backward. All from 3 separate switches. Rugged plastic truck works with or without motor sound. Steel chassis rides on 6 tires. 20x9x10 in. high. Order 4 "D" batteries.
79 N 5419C -Shipping weight 7 pounds. . .$5.99

"D" Battery. Shipping weight 4 ounces each.
79 N 4660 . . . . . Each 16c, 4 for 60c

Haul 9 new-model cars

Friction-powered engines run both Turnpike Auto Transport and Cars

$8.99

Roll cars up the ramp . . bring them down to drive along on their own

Just say "Charge It" when you phone your order

Load 5¼-inch plastic cars up the ramp and into place on the transport . "rev-up" the friction-powered transport engine . . and deliver the cars to dealerz all over the country Drive cars around under friction-power, too. Steel and high-impact plastic transport is 2 feet long . . rugged-looking detachable cab has detailed interior, 28 rubber wheels. Made in Japan.
79 N 4281C -Shipping weight 6 pounds.....$8 99

9-piece set $7.99

Highway Set includes 4-car auto transport, wrecker, and jeep with boat and trailer

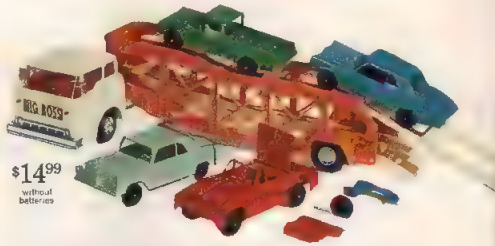
Heavy-gauge steel equipment that takes to the road. Transport carries 4 plastic cars. Chrome and nickel-plated trim. Movable parts
79 N 5595C– 9-piece Highway Set. Shpg. wt. 12 lbs. 37.99
(1) 49 N 5517—11-in. Wrecker. Shipping wt 2 lbs. 8 oz.. 2.29
(2) 49 N 5523 20-in. Jeep, Boat, Trailer. Wt. 2 lbs. 4 oz.. 2.29
(3) 49 N 5513—22-in. Transport, 4 cars. Wt. 5 lbs. 4 oz. . 4.89

$2.99

Auto Transport hauls 3 cars

Drive plastic cars up metal ramp of this 23-inch auto transport and head for the open road. Trailer is heavy-gauge steel . . detachable cab is steel Baked enamel finish. Plastic wheels.
49 N 5582—Shipping weight 3 pounds 8 ounces . . $2.99

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966



$14.99 without batteries

Big Boss, King of the Car Carriers by Marx

Battery-powered cab with forward and reverse drive control . . automatic loading ramp, plus 4 action vehicles to haul

Cars move smoothly onto lower deck on battery powered loading track. 17 in. "crank out" ramp for top deck Cab and pick up truck make real engine sounds. Sports car with removable top. Car with press horn. "Break down" car with replacement parts. Molded plastic. 42 in. long. Order 4 "D" batteries below
79 N 5824L –Shipping weight 15 pounds..... ... . $14.99
79 N 4660 -"D" Battery. Shpg. wt. each 4 oz.....Each 16c; 4 for 60c

$9.99 without batteries

Big Bruiser by Marx

Light flashes, siren wails. Moves in forward and reverse Really powerful . . pulls load of 15 lbs. Windshield wipers move by hand Winch lifts wrecks. Includes wrecked truck, spare parts, jack and tool kit Plastic, 25 inches long Order 4 "D" batteries above
79 N 5709C—Shipping weight 8 pounds.....$9.99

MATTEL GAMES

No. 5413—Smack-A-Roo—10 Fun-tastic action games in one! Takes up where pinball games leave off. Drop a ball in the shooter, aim, pull the plunger and your ball races merrily around big game board, caroming off 3 corner cushions, in between obstacles and into score pockets — as you play Baseball, Bowlaround, Smack It, 6 Lil' Indians, Skeeboi, Knockoff, Duck Zoop, Impossible Bowl, Clown-around — or any shoot-the-works game you make up. Complete with removable shooter, 2 glass balls, clown, baseball bat, spinner, ten pins, and a skeebol that doubles as pinspotter! **$8.00**

No. 5416—New Lie Detector Game—The fast-moving "whodunit" game! Now better than ever, with new photo "Suspect" cards. Mystery fans will love to solve the crime in a TV studio. Players earn a promotion every time the LIE DETECTOR helps them make a correct arrest. Needs no batteries. **$5.50**

No. 5415—New! Skipper Game—It's all about every young girl's dream of owning a horse. The first player to enter the "Blue Ribbon" space at the Horse Show wins. Complete with colorful game board, play money, cards, point tokens, die and colorful styrene markers. **$3.25**

No. 5411—Spy Detector—Players test their skill in deduction by trying to track down a dangerous foreign agent. For 2 to 4 players. **$5.50**

No. 0459—Magnetic Table Game—10 skill games in one! For ages 6 up. 28¼" x 15½" playing board has side and corner pockets plus 9 hidden magnetized spots. Play many different games with 10 non-magnetic number discs, cue disc, rack, and two spring-loaded, snap-back cue sticks. **$7.00**

No. 0464—Happy Happy Birthday Game—All the fun of a birthday party! Game board is colorful birthday cake that plays "Happy Birthday". Playing surface is the top of cake. According to the throw of the die, players move their candle marker around cake. When music stops, spinner in cake shows a surprise. **$4.50**

No. 5410—Barbie Keys to Fame Game—Girls can win an imaginary career as a movie star, ballerina, stewardess, fashion designer, nurse, etc Two to six players. **$3.50**

No. 462—High Gear Game—Object of game is to race all four of your pegs from Gear No. 1 up to High Gear. Easy to earn, easy to play, this fast-moving game will delight both children and adults. **$6.00**

ALL TIME FAVORITES

CARROM BOARD

No. 106—Carrom Board—Plays 106 games. All - time favorite. Overall wood construction with 3-ply center panels. Bright red and black printed designs over natural finish woods. 28½" square, round corners, reversible net pockets. Combined Carrom and Crokinole sides. **$10.00**

Skittles

No. 25—Skittles Game—A fun-filled Skittles game popularly - priced for all ages Sturdy wood and hardboard construction Natural finish with new, colorful 2 - color designs. Complete with tops, ten-pins and rules **$9.00**

OUIJA BOARD

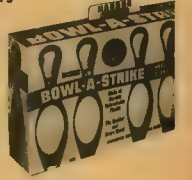
No. 3 — Ouija Board — The Original Ouija. Made of pressed wood, attractively grained in birdseye maple finish. Clearly printed black letters and numerals. 15" x 22" **$4.00**

Arnold Palmer Table Golf

No. 549

No. 549A—Arnold Palmer Table Golf—A great new 20 piece golf set. Ready to play. Hazards change for various holes. Player controls swinging action of mechanical golfer holding golf club. Lithoed metal fairway (base) with felt putting green, measures 31¼" overall, 25½" from tee to green, 8½" wide 8 strong polystyrene hazards, 3 miniature rubber balls, 2 mechanical golfers, 50 sheet score pad, 1 drawstring storage bag for parts. **$8.00**

BOWLING SETS



No. 9135—Bowling Set—10 soft plastic 11" pins, 5" plastic bowling ball, score sheet. Attractive carrying case, 20 x 15 x 6½ **$3.00**

No. 9165—Bowling Set—10 soft plastic, 15" regulation size pins, and giant 7" plastic ball. Complete with score sheet, pin spotter. Decorative carrying carton, 25" x 15½" x 9½". **$5.00**

PERILS OF PAULINE

No. 2152—Perils of Pauline—Complete with plastic figures of Sam Slick, Pauline, Four Heroes, Steam Locomotive, etc . . . all props needed to act out the chase. Holder of the most heart tokens wins Pauline's heart and the game. **$8.00**

Boating Accessories

OLYMPIC DELUXE SWIVEL SEAT

2754A825—Vise-type clamps no tilt, no wobble. Centers on boat seats from 5½" to 16" wide. Metal is rust and salt water protected with baked-on plastic. Swivels 360° on nylon bearings. Upholstered back rest and seat in colors of Red or Blue Specify color. Ship. wt. 7 lbs. Retail $13.75

2756A147 Adapter Clamp for aluminum boats Retail $2.45

PONCHO PAK-SEAT

2757A795—Lightweight and comfortable stadium seat. Serviceable and useful in all seasons. 13"x10" thick cushioned seat 8¾"x15" backrest. Has zippered pouch containing plastic poncho which may be used as rain cape or ground to form 84"x90" cover. ¾" chromate plated Lawlar frame. Two automatic arm-re-locking, two step front clamps. Beautiful Red Scotch Plaid. Ship wt. 6 lbs. Mfr's. Sugg. Retail $13.25

OLYMPIC DELUXE ARM REST SEAT

2755A1497 Large 14"x18" seat. Heavily padded foam seat and backrest covered in weatherproof Boltaflex. Vise-type clamps. Swivels full 360° on nylon bearings. Folds compactly. Metal parts zinc Chromate-plated for protection against salt water and rust. Red or Blue Specify. Ship. wt. 17 lbs. Retail $24.95

2756A147 Adapter Clamp for aluminum boats. Retail $2.45

CLIPPER HELMSMAN SEAT

4304A1237 18" wide x 14" deep x 2½" thick Marine plywood throughout. Folding backrest is 18" wide, 8" deep and 9" thick. High tensile aluminum hinges T-nut bolted to seat. Includes 10½" U-channels, wall brackets 28" angular slip tube support. Mildew-resistant covering. Sewn cord welt and Hycem welt trim. Foam White only. Ship. wt. approx. 8 lbs.

Sugg. Retail $28.95

SUPER STRENGTH NYLON ROPE

Exceeds U.S. Government Specifications. 100% continuous filament balanced ply construction. Manufactured from high tenacity virgin material. Resistant to chemicals. Naturally waterproof. Floats wet.

Cat. No.	Feet	Diam	Tensile Strength Lbs. Per Sq. In.	Ship. Wt. Lbs.	Retail
4962A1487	1000'-50').	¼"	1000	4	$ 7.00
4305A587	50'	¾"	4000	8½	7.98
4955A4909	50'	½"	7000	6	13.50

Available in 50' connected coils only. ¼" dia up to 600 ft (12 coils), ¾" dia up to 300 ft. (4 coils).

Deck Hand Sportspot

4308A1077 Powerful sealed beam 360° rotation full vertical movement. 12 V. triple chrome plated, 35,000 candlepower. Fully adjustable. Remotes for use as portable hand extension light. 5' retracted cord. Ship wt. approx. 8 lbs.

Retail $17.95

Roof Mounting Spotlight

3958A1885—12 Volt, 6" dia. For boats or vehicles with Hardtops. One side beam brass shell construction 360° turning rubber glass, sealed beam. Chrome finish with universal bracket. Ship wt. 5 lbs.

Retail $27.95

12 Volt Seamaster Air Horns

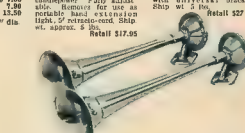
4307A9371—Coronado 12" and 13" Dual Trumpet Air Horn with Compressor. Horns operate from a special heavy duty electric air compressor, which operates only when horns are blown. Trumpets made of solid bronze with heavy chrome plating. Italian craftsmanship. Deep tone. Harmonically balanced and matched. Compressor case is of solid aluminum with cadmium plated steel brackets and nylon accessories. Compressor includes relay, pushbutton and complete hardware. F.O.B. New Jersey. Ship. wt. 12 lbs. Sugg. Retail $59.50

4306A*3195—Coronado 13" Single Trumpet Air Horn with Compressor. Similar to above except single 13" trumpet. Ship. wt. 8 lbs. Sugg. Retail $39.95

American La France Dry Chemical Fire Extinguisher

4311A1130—3¾ lb. Dry Chemical, Pressurized. Chrome Plated Extinguisher Provides fast, safe, positive extinguishment of flammable liquid and electrical fires. Will not freeze or conduct electricity. Equipped with visible gauge and squeeze grip handles. UL Approved—Marine Type 5B-C. Acceptable by U.S Coast Guard. Ship. wt approx. 6 lbs.

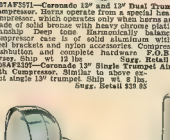
Sugg. Retail $16.95



12 Volt Seamaster Air Horns

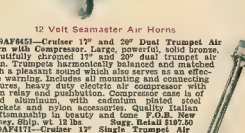
4309A*8451—Cruiser 12" and 13" Dual Trumpet Air Horn with Compressor. Large, powerful, solid bronze, beautifully chromed 12" and 13" dual trumpet air horn. Trumpets harmonically balanced and matched with a pleasant sound which also serves as an effective warning. Includes all mounting and connecting fixtures, heavy duty electric air compressor with horn relay and pushbutton. Compressor case is of solid aluminum, with cadmium plated steel brackets and nylon accessories. Quality Italian craftsmanship in beauty and tone. F.O.B. New Jersey. Ship. wt. 12 lbs. Sugg. Retail $187.50

4310A*4171—Cruiser 15" Single Trumpet Air Horn with Compressor. Similar to above except single 15" trumpet. Ship. wt. 8 lbs. Sugg. Retail $69.50



12 VOLT

FAST FLO
High Volume
ELECTRIC
BILGE PUMP



12 VOLT

12 VOLT

Fast Flo Marine Bilge Pump

4947A1330—Fast-Flo is a high-volume submersible marine bilge pump, centrifugal type. Designed with ¾" discharge (threaded to take standard garden hose), it delivers 750 gallons an hour at open discharge. 10 gallons a minute with 3' head. Pump is powered by a dependable Lecce-Neville 12-volt motor, will operate on a marine or automotive 12-volt battery. Housed in heavy chrome plated, solid brass. Buna "N" synthetic rubber seals gives best resistance to oil, gasoline and water. It is not affected by salty, sandy and other contaminated water. 5¾" high. Ship. wt. 6 lbs.

Sugg. Retail $19.95

Marine Spotlite-Horn Combination

3463A1256—Sealed beam spotlite with powerful beam and resonant 2-way trumpet horn. Brass construction with chrome plating. 360° horizontal, 165° vertical swivel. Built-in signaling feature on toggle switch. Ship. wt. 3 lbs. Sugg. Retail $18.75

Bowlite

3152A423—All solid brass construction with heavy chrome plating. Red and Green Fresnel type lenses of molded plastic. ¾" flanged bracket. 6¼" long, 2⅜" high. 13 volt lamp furnished with lite. Sugg. Retail $6.35

24" Stern ite

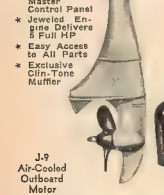
3153A457 — Heavy chrome plating on all solid brass construction. 24" staff. Clear Fresnel lens of molded plastic resists shock and breakage. 12 volt lamp furnished with lite. Sugg. Retail $6.85

Outboard Motors

FOR PRAMS, CARTOPPERS AND UTILITY BOATS

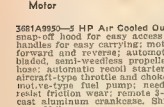
5 H.P. CLINTON

- Only 3 Major Moving Parts
- Aircraft-Type Master Control Panel
- Jeweled Engine Delivers 5 Full HP
- Easy Access to All Parts
- Exclusive Clin-Tone Muffler



J-9 Air-Cooled Outboard Motor

3681A9950—5 HP Air-Cooled Outboard Motor. Features: snap-off hood for easy access to engine, cooling fins, handles for easy carrying; motor head swivels 360° for forward and reverse; automotive type carburetor; 2-bladed, semi-weedless propeller; 6-foot neoprene fuel hose; automatic recoil starter; folding steering arm, aircraft-type throttle and choke controls; built-in automotive-type fuel pump; needle and sleeve bearings resist friction wear; remote 3-gallon fuel tank and die cast aluminum crankcase. Ship. wt. approx. 36 lbs.
Retail **$138.00**

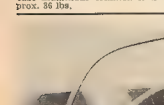


ESKA "SKIPPER 300" 3 H.P. Motor

An Outboard Motor Loaded With Features

- Air Cooled—Won't Freeze Up
- Full 360° Steering
- Industry Rated at 3 H.P.
- Excels as Trolling Motor—1-2 M.P.H. Min. Speed

4288AF6871 "Skipper 300," Outboard Motor. Powered by 4 cycle full fuel tank operates only two cups of gas. Fast starting . . . smooth running. Only three moving parts in powerhead. Moisture proof high tension magneto. Carburetor, aircraft type (Non flooding diaphragm, variable idle jet, pre-calibrated high speed jet with gyro control. Automatic rewind starter; positive stop switch. All weather cooling engine covering. Aluminum semi-weedless propeller. Motor has front and back carrying handles. Double locking drive maintains vibration, holds motor firm position. Fuel capacity 2 qts. Ship wt approx 27 lbs. F.O.B. Iowa Factory.
Sugg. Retail $98.00



ELECTRIC MOTOR GUIDE

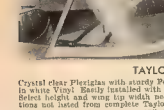
- Completely Foot Controlled
- Hands Free at All Times
- Quiet Operation

4068AF13315—Motor-Guide takes the fatigue out of fishing. Installation time of 3 to 5 minutes. Runs hours on 12-volt storage battery. High and low speed, efficiency increases in wind and choppy water. Motor may be easily raised up for shallow water. Shaft length: 36". Includes: Motor, Foot control, all wires necessary for operation and mounting bracket. (Battery not included. F.O.B. Miss. Factory. Sugg. Ret. **$177.50**
4070AF13500—Motor Guide same as above with 52" shaft. F.O.B. Miss. Factory. Sugg. Retail **$180.00**

ONLY 17 LBS.
NEPTUNE "MIGHTY MITE" 1.7 H.P.

- Good Insurance Motor
- Ideal Fishing and Trolling Motor
- For Use by Women and Children
- For Economy-Minded Buyers

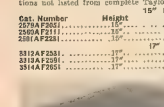
3684A6713 1.7 HP Single Cylinder motor with a 1 Quart capacity. Aluminum semi-weedless propeller, underwater muffler exhaust. Dependable, simple to operate, easy to start, moisture proof magneto, centrifugal pump, siphon cooling. Weighs only 17 lbs.
Sugg. Retail **$89.50**



TAYLOR SPORTSHIELDS

Crystal clear Plexiglas with sturdy Polished Aluminum framing. Twin Flap deck channel in white Vinyl. Easily installed with hold-down wing brackets and hidden deck fasteners. Select height and wing tip width necessary for your boat. Can be supplied to specifications not listed from complete Taylor line. F.O.B. New York Factory.

Cat. Number	Height	Wing Tip Width	Ship. Wt.	Retail
15" Height SportShields				
2579AF2561	15"	39" to 63"	10 lbs.	31.95
2589AF2111	15"	51" to 75"	12 lbs.	32.95
2581AF2231	15"	63" to 87"	13 lbs.	34.95
17" Height SportShields				
3312AF2531	17"	39" to 57"	12 lbs.	39.95
3313AF2591	17"	51" to 81"	13 lbs.	40.95
3314AF2551	17"	63" to 69"	13 lbs.	41.95



TAYLOR BIG T BOAT COVERS

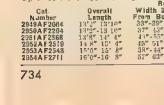
Heavy duty 10 oz., high count twill in **Aqua Gray Vivatex.** Double stitched throughout with Nylon cord. Windshield allowance for 15" to 20" windshields. Attached motor hood. Up to 80 H.P. Approx. Ship wt. 8 to 10 lbs. F.O.B. New York Factory.

Cat. Number	Overall Length	Recommended Boat Sizes Width 2' From Bow	Width 4' From Bow	Max. Beam	Transom Width	Deck Length	Retail
2819AF2064	13'-2" 13'-10"	53"-59"	51"-59"	57"-64"	41"-52"	93" 98"	32.95
2820AF2204	13'-2" 13'-10"	57" 59"	57" 59"	61" 64"	47" 52"	98" 98"	33.95
2281AF2568	14'-8" 15' 4"	61"-65"	60"-66"	65"-72"	51"-61"	101"-101"	37.95
2282AF2819	14'-8" 15' 4"	61"-65"	60"-66"	65"-72"	51"-61"	101"-101"	39.95
2283AF2545	15'-0" 15' 8"	58"-64"	59"-65"	66" 74"	55" 67"	98"-98"	48.95
2284AF2711	16'-0"-16' 8"	61" 65"	59" 65"	66" 74"	55" 67"	98"-98"	49.95

Sea Snark

Ready to Go with All Nylon Sail

f.o.b. Connecticut



* MAGIC/WAND CORPORATION

CINDY

Just touch the wand and the clothes stay on. Doll is 18-inches tall.

Stock No.	Mfg. No.	Wt. ctn-	Each
465-633	101	22 lbs.	* $ 1.00

Twenty-four in a carton

JUDY

Dress Judy in all her wonderful outfits and new magic Hair-do.

Stock No.	Mfg. No.	Wt. ctn-	Each
494-831	104	24 lbs.	* $ 1.00

Twenty-four in a carton

TRESSY

Clothes and hairdos go on with a touch of the Magic wand, complete with hair-do carrying case.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-948	111	20 lbs.	$ 1.00

Twenty-four in a carton

BEWITCHED

Beautiful Samatha, star of NB C popular TV-show. Paper doll and accessories.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-774	114	20 lbs.	$ 1.00

Twenty-four in a carton

MAGNETIC DART GAME FIREBALL-XL5

Full color metal target with safe magnetic darts.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-989	924	22 lb	$ 1.00

Twenty-four in a carton

MAGIC PRINCESS

Paper doll with the talking features-Hear the voice on your own record.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-790	1010	20 lbs.	$ 1.29

Twenty-four in a carton

FAMOUS

PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

ON TV STARTING SEPT. 15

BOOBY-TRAP®... U.S. Patent No. 3,168,311

A family game for any number...every age.

No 60, weight per doz. 28 lbs. Retail $4.00

BOOBY-TRAP®... SELLING SECOND ONLY TO ONE!

As this is being written, advance orders on BOOBY-TRAP have broken every record ever set by a Parker Game . . . except MONOPOLY. And with a heavy spot-TV pre-Christmas promotion scheduled in the nation's top markets, it's a safe bet BOOBY-TRAP will break some sales records, too!

Parker Brothers Inc.

PARKER BROTHERS, INC., SALEM, MASSACHUSETTS — DES MOINES, IOWA
200 Fifth Avenue, New York - Merchandise Marts: Chicago, San Francisco and Atlanta

Manufactured in Canada by Parker Brothers Games, Limited, Toronto

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WHAT'S SUPERCALIFRAGILISTICEXPIALIDOCIOUS?

Walt Disney's Mary Poppins Doll . . that's what!

Doll with umbrella and bag $4.66

Gift Set $7.77

In a Gift Set with umbrella, carpetbag and wardrobe

She's here . . Mary Poppins, the most wonderful nanny that ever popped up a chimney. 12 inches tall, with jointed vinyl body, in sensible cotton coat, hat and dress, she carries her familiar carpetbag . . and her umbrella. It really opens. A wardrobe for work striped dress and apron, and for party dress, hat, shoes gloves, sheer stockings. And her famous ruler . . for measuring up!
49 N 3816–Shpg wt. 1 lb. Set $7.77

Mary Poppins doll with umbrella, bag.
49 N 3853–Shpg. wt. 13 oz. $4.66

Patty Duke Teen Doll $2.97

You can tell she's a teen-age doll . . she has her own phone. She's 12 inches of vinyl plastic with Superflex arms and legs that bend, pose in teen-age manner. Rooted hair.
49 N 3881—Wt. 12 oz. . $2.97

Celeste . . the Formal Doll $4.97

Every little girl wants a really dressed-up doll . and that's Celeste In regal rose velvet gown and matching hat, with muff and stole of fur-like fabric, she has rooted hair with long "finger" curls. 12 inches tall.
Shipping weight 1 lb.
49 N 3508. . . . . $4.97

HANSEL AND GRETEL

Artfully designed by famous German craftsmen $5.99 each

From the land of the Black Forest, the land of Hansel and Gretel, come these two charming storybook dolls. Beautifully made, beautifully dressed, lovely to look at and to play with. Their eyes open and close, have soft eyelashes. Their blonde hair is rooted, their bodies are sturdy plastic, fully jointed. Each is 11½ inches tall.

Hansel. Wears suspender pants, jacket, straw hat.
49 N 3510 – Shipping weight 14 oz. $5.99

Gretel. Dressed in cotton print dress, with hat, apron.
49 N 3511—Shipping weight 14 oz. $5.99

$7.77

Walt Disney's Cinderella Doll

12-inch doll dressed elegantly for the ball, in pink satin and silvery lace, "jewels" and upswept hairdo . and glass slippers. Presto! At midnight (or maybe earlier) you change her back to a hardworking scullery maid with pail, broom, working clothes, extra head with long straight hair. Vinyl plastic.
49 N 3522—Shipping weight 15 ounces. . . . $7.77

$3.97

Samantha . . the Witch

Samantha, the charming witch you see on TV, is a doll. She's 12 inches tall, with her own broomstick. In bewitching flocked velvet costume and hat all a-sparkle, with flexible arms and legs for magical poses. Vinyl plastic
49 N 3714 -Wt. 14 oz. $3.97

Wishnik Troll 65c

What's a Troll? It's 2½ inches of plastic doll with big buggy eyes and a wild mop of hair you rub for luck. It's a toy, a good luck charm, it's fun!
49 N 3664—Shpg. wt. 2 oz. 65c

Every Troll needs a home of his own and only Sears has this one!

Prehistoric model home furnished in true Troll decor $2.99

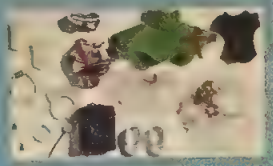
Our Troll house of vinyl plastic has a weathered tree exterior complete with potted plants and a name over the door. The cozy interior has every comfort a 2½-inch Troll could want . . including a fake marble bath. There's a blazing fireplace with cooking pot, a comfy bed, a big tub chair and hassock, a dining table and chairs. We've even added "animal skin" rugs for a homey touch. All furnishings are vacuum formed. House locks closed, has carrying handle. 12x6x9 in. high. Completely assembled. Doll not included.
49 N 9352 Shipping weight 1 lb. 8 oz. $2.99

Save this catalog . . . you can order toys from this book, pages 441 to 673, from now until Sept. 1, 1966

Troll Dress-up Set

$1.67

A Bikini and a tutu . . hat and jewelry, and clothes for a well dressed lady. Iron . . Shipping weight 3 oz.
49 N 3672 $1.67



Career Dress-ups

$1.67

Troll can be doctor, lawyer or Indian chief. Set of 3 outfits for Trolls. Shpg. wt. 3 oz.
49 N 3680 .....$1.67

Housewife Set

$1.67

Cookbook and curlers neglige princess phone all the things a good Troll housewife needs. Shpg. wt. 3 oz.
49 N 3681 .....$1.67

Bride-and-Groom Trolls. She wears a white lace dress, has a veil and flowers . . he's in white tie, tails and a top hat. Romantic pair, 2½ in. tall.
49N3669 Shpg. wt. 5 oz. Set $2.77

Doctor-and-Nurse Trolls . . neat and efficient. He wears a white jacket, a stethoscope. She has blue uniform, hypodermic needle. 2½ in. tall.
49N3671–Shpg. wt. 5 oz. Set $2.77

Sportnik Set has 4 Outfits and Troll Doll

Set $3.77

Golf anyone? Or maybe a football game? Our Sportnik Troll is equipped for both . . has a sporty beret, golf clubs, his own football. He has an outfit for boxing, complete with foe, a drone for baseball too. With accessories.
Shipping weight 10 oz.
49 N 3673 $3.77

It's a great life in this miniature Troll Village

Includes 12 Trolls . . sold only at Sears $3.99

Set up a Troll land all your own . . on a table, on the floor, anywhere. Let your imagination run riot as you plan activities for 12 Trolls (1¾-in. tall) and their 9 animals. See what you get: mountains, houses, furniture, trees, a cart, a sign for "Wild Horses Canyon" and many more delightful pieces, in sturdy plastic. From Hong Kong.
49 N 9389—Shipping weight 1 lb. 4 oz. $3.99

WHAT'S SUPERCALIFRAGILISTICEXPIALIDOCIOUS?

Walt Disney's

Mary Poppins Doll

. . that's what!

Doll with umbrella and bag $4.66

Gift Set $7.77

In a Gift Set with umbrella, carpetbag and wardrobe

She's here . . Mary Poppins, the most wonderful nanny that ever popped up a chimney. 12 inches tall, with jointed vinyl body, in sensible cotton coat, hat and dress, she carries her familiar carpetbag . . and her umbrella. It really opens. A wardrobe for work striped dress and apron, and for partying dress hat shoes gloves sheer stockings And her tape measure . for measuring up!

49N3816-Shpg. wt. 1 lb. Set $7.77

Mary Poppins doll with umbrella, bag
49N3853-Shpg. wt. 3 oz. $4.66

Patty Duke Teen Doll

$2.97

You can tell she's a teen-age doll . . she has her own phone. She's 12 inches of vinyl plastic with Superflex arms and legs that bend, pose in teen-age manner. Rooted hair
49 N 3881—Wt. 12 oz. . . . $2.97

Celeste . . the Formal Doll $4.97

Every little girl wants a really dressed up doll and that's Celeste In regal rose velvet gown and matching hat, with muff and stole of fur like fabric, she has rooted hair with long "finger" curls. 12 inches tall

Shipping weight 1 lb.
49 N 3508 ..... $4.97

HANSEL AND GRETEL

Artfully designed by famous German craftsmen $5.99 each

From the land of the Black Forest the land of Hansel and Gretel, come these two charming storybook dolls. Beautifully made, beautifully dressed, lovely to look at and to play with. Their eyes open and close, have soft eyelashes. Their blonde hair is rooted, their bodies are sturdy plastic, fully jointed. Each is 11¾ inches tall

Hansel. Wears suspender pants, jacket, straw hat.
49 N 3510—Shipping weight 14 oz. $5.99

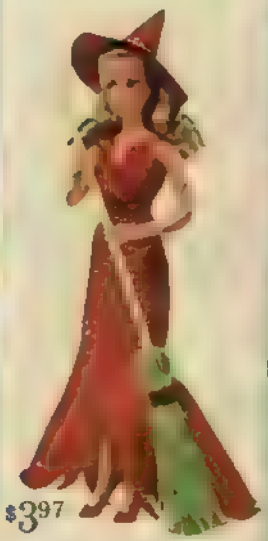
Gretel. Dressed in cotton print dress, with hat, apron
49 N 3511—Shipping weight 14 oz. $5.99

Just call Sears and say "Charge It"

$7.77

Walt Disney's Cinderella Doll

12 inch doll dressed elegantly for the ball, in pink satin and silvery lace, "jewels" and upswept hair-do and glass slippers. Presto At midnight (or may be earlier) you change her back to a hardworking scullery maid with pail broom, working clothes extra head with long straight hair Vinyl plastic
49 N 3522 Shipping weight 15 ounces $7.77



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Prehistoric model home furnished in true Troll decor $2.99

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49 N 9352 Shipping weight 1 lb. 8 oz. $2.99

Save this catalog . . . you can order toys from this book, pages 441 to 673, from now until Sept. 1, 1966

Troll Dress-up Set

$1.67

A Bikini and a tutu . . . Lots of doll jewelry and clothes in a wool-fleeced basket. To fit. Shipping weight 1 lb.
49 N 3672 $1.67

Career Dress-ups

$1.67

Troll can be doctor, lawyer or fireman. Set of 6 outfits for Troll. Shipping weight 1 lb.
49 N 3680 $1.67

Housewife Set

$1.67

Cookbook and spoon, apron, dress, mixer, phone, all the things a good Troll housewife needs. Shipping weight 1 lb.
49 N 3681 $1.67

Bride and Groom Trolls. She wears a white lace dress, has a veil and flowers . . . he's in white tie, tails and a top hat. Romantic pair, 2½ in. tall.
49N3669 Shpg. wt. 5 oz. Set $2.77

Doctor and Nurse Trolls . . . coat and cap. He wears white coat, a stethoscope. She has a hypodermic needle. 2¼ in. tall.
49N3671 Shpg. wt. 5 oz. Set $2.77

Sportnik Set has 4 Outfits and Troll Doll

Set $3.77

Golf anyone? Or maybe a football game? Our Sportnik Troll is equipped for both . . . has a sporty beret, golf clubs, his own football. He has an outfit for fishing (complete with fish) and one for baseball, too. With accessories.
Shpg. wt. 10 oz.
49 N 9373 $3.77

It's a great life in this miniature Troll Village

Includes 12 Trolls . . . sold only at Sears $3.99

Set up a Troll land all your own . . . on a table or the floor, anywhere. Let your imagination run riot as you plan activities for the Trolls . . . and all their woodland. See what you can do with mountains, houses for the trees, a cart, a sign for "Welcome." Easy to put together, many more delightful pieces in vinyl plastic. Some Assembly Required.
49 N 9389 Shipping weight 1 lb. 4 oz. $3.99

New this Christmas

Racy, realistic Honda makes motor noise—pedals just like a bike 19.88

Chain drive Honda looks so real . . . makes mighty br-r-r-oom noise that adds excitement to riding! Steel reinforced plastic with cream saddle and front, red fenders made to take the rugged action it's sure to get. Silver "headlight." Semi-pneumatic tires. Removable training wheels. Easy to assemble. 27x45 in. long. Leg reach 16 to 22-in.
M36 J 3108. Freight or express. Sh. wt. 24 lbs... . . . 19.88

Scat car thrills tiny tot-rodders . . . seat adjusts to fit 9.88

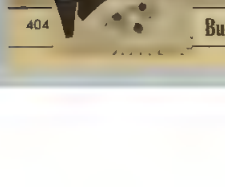
Speedy racing car for all the kids—easy for young sports enthusiasts to handle. Even has exhaust pipes and racing number. Steel frame and steering column are plastic covered for added safety. Adjustable plastic seat; plastic steering wheel. Black puncture-proof tires. Red with white trim. Partly assembled 16x30-in. long. Leg reach 13 to 21-in.
W36 J 3129 Mailable. Shipping weight 14 lbs.....9.88

Deluxe scooter

Bright red scooter gives smooth ride. Features non-slip footrest; sure-grip brake for safe stops. 1-pc frame of durable steel; graphite bearings never need oiling. Complete with parking stand, plastic handgrips. 8½-in. semi-pneumatic tires. Mailable. Sh wt. 14 lbs.
Z36 J 3189 4.97

"Putt 'n purr"

Pedal-drive device makes realistic put-r-r-r sound. Authentically styled molded plastic body won't dent or rust—looks like a real motorcycle!
Chromed handlebars; removable training wheels. 12-in. steel wheels; semi-pneumatic tires. 36x24-in. high. Leg reach from 13 to 18 in. Easy to assemble. Mail (18 lbs.)
W36 J 3108 14.97



"SuperSonda"

Junior chain-drive version of the scooter Marx Za-Zoom "motor" makes realistic roaring sounds. Uses 2 "D" batteries (not incl—see pg. 372). Plastic windshield. Red steel frame; white handlebars, seat. Removable training wheels. 36x29-in. high overall. Leg reach from 13 to 18-in. Easy to assemble. Mail. (33 lbs.)
W36 J 3103.. 21.94

Steel wagons

Bright Red enamel steel with White trim and Black handles. Ball bearing wheels. Easy to assemble. Mailable.
Radio Jet. 8½-in. wheel. 34x16x4½-in. (31 lbs.)
W36 J 3133 7.44

Radio Super (Not shown.) 7½-in wheel. 38x17x3¾ in. (20 lbs.)
Z36 J 3132 .6.84

Radio Pal (not shown). 6-in. wheel. 25x12x3-in. (13 lbs.)
Z36 J 3130 3.44

Radio Flyer. 1-pc. steel body, 10-in. wheels, rubber tires. 36x17x5-in. Mailable. (36 lbs.)
W36 J 313. 8.97

Radio Chief stake wagon, removable sides. 10-in wheels. Rubber tires 36x17½x8½ in. Mail. (31 lbs.)
W36 J 3134 11.94

Stake wagon

Town-Country stake wagon the biggest and toughest wagon on the road! Sturdy hardwood body, steel chassis built for rugged wear. Removable red sides, 10 in. wheels with semi-pneumatic rubber tires. About 38x18 x10-in high overall. Mail (43 lb)
W36 J 3135 16.97

Budget Power can give your loved ones a Christmas to remember

Push-button Marionettes
. . simple to operate

$2.89 each

Control keys on the plastic paddle produce comic actions. Molded vinyl heads, cotton stuffed bodies. 12 in. tall. Shpg. wt. each 12 oz

(17)	49 N 6126—Troll	.$2.89
(18)	49 N 6120—Witch	2.89
(19)	49 N 6198—Boso	2.89
(20)	49 N 6197—Alvin	2.89

Storybook
Pelham Puppets
Hand-crafted in England to make favorite characters come to life

$5.89 to $6.99

World-famous marionettes fully jointed for maximum action . . dance, run, hop, skip, wave their arms as you move strings. Crossbar keeps strings tangle-free. Wood, hand detailed and costumed. With instructions. Ages 8 up.

Key	Catalog Number	Character	Height	Shpg. wt. lbs.	Shpg. wt. Oz.	Price
1	49 N 6181	Pinocchio	12 in.	1		$6.99
2	49 N 6179	Goldilocks	10 in.		12	5.89
3	49 N 6190	Red Riding Hood	12 in.	1		5.89
4	49 N 6186	Wolf	14 in.	1	6	6.99
5	49 N 6142	Wicked Witch	12 in.	1		6.99
6	49 N 6135	Cinderella	12 in.	1		6.99
7	49 N 6183	Gretel	12 in.	1		6.99
8	49 N 6182	Hansel	12 in.	1		6.99
9	49 N 6177	Clown	12 in.	1		5.89
10	49 N 6141	Horse	12 in.	1		5.89
11	49 N 6176	Mitzi	12 in.	1		5.89
12	49 N 6175	Fritzi	12 in.	1		5.89

From England . .
swingin' puppet trio has a real beat act

Pop Singers
by Pelham

$7.99 each

Pull the strings, and man . . these puppets will swing with the beat of your favorite Pop records. Fully jointed wood for life-like action, have 'way out haircuts and costumes that are really "with it." About 12 in. tall.

(13) 49 N 6127—With Guitar
(14) 49 N 6128—With Drumsticks
(15) 49 N 6129—With "Sax"
Shpg. wt. 1 lb.....Each $7.99

16 Drum Set. Wt. 2 lbs. 12 oz. . 49 N 6140.....$5.19

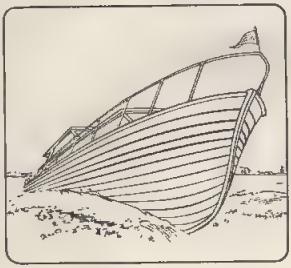
Our simplest Puppets **$3.19** each

Even toddlers can work the one-hand paddle control for life-like animation. Control, hands, feet molded of durable plastic. Molded vinyl heads. 12 in.

(22) 49 N 6144—Pinocchio
(23) 49 N 6132—Popeye
(22) 49 N 6130—Jiminy Cricket
(24) 49 N 6131—Mickey Mouse
Shpg. wt. ea. 10 oz.....Each $3.19

Sea-going men proved the Sea-Skiff's ability

— Pembroke improved it

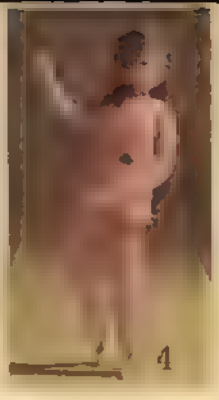


Traditional sea-skiff design means deep rounded bilges, and lapstrake planking that goes right to a rugged full length keel. You'll find those features in every Pembroke — plus others that make purposeful improvements on the basic sea-skiff concept. The planks, for instance, are lapped all the way to the transom to improve lift and stability. Planks are one-piece to eliminate butt joints, and are fastened with bronze nuts and bolts. The handsome clipper bow has a fine entry with plenty of flare for good buoyancy and to turn back spray. The stern section is broad and flattened out just enough to give excellent planing performance with good stability.

Add to this a long list of standard equipment that are usually considered "extras", and a surprisingly low price and you'll see why seasoned skippers — who know a good boat and a good value are cruising in Pembrokes. See the 1965 Pembroke Cruisers and Sport Fisherman models at your nearest Pembroke dealer's, or write for our new 1965 catalog. Address: Pembroke Boats, Inc., Rt. 28, Pembroke, New Hampshire.

Pembroke

25' FISHERMAN · 28' EXPRESS · 31' EXPRESS · 32' FISHERMAN



Who has fun in this tree house? Pepper and her playmates

1 Pepper's Tree House. Fun for all 8 and 9-inch dolls (including Skipper and Penny Brite). Plastic, with sturdy board tree foliage, 32 in. high. Furniture, ladder, tire-swing, teeter-totter, even a bird house. Unassembled. No dolls.
79 N 9385L—Shipping weight 6 pounds.....$6.97

2 Pepper's Pony. Perky palomino pony just right for Pepper and her 9-inch pals. 10 inches long, 9 inches high, made of sturdy sculptured plastic. Without doll
49 N 9375—Shipping weight 1 lb. 4 oz.....$2.44

3 Pos'n Pepper. Looks and poses like a lively little girl, because her legs and arms are completely bendable. 9 in tall, she wears a sailor suit with bell bottom trousers, blue midriff top, cap, wears all the Pepper clothes. No swing
49 N 3872—Shipping weight 8 ounces.....$2.37

4 Pos'n Dodi. Pepper's new friend has a cute plastic preteen figure, can wear Pepper's clothes. She has a smiling face and long Saran hair you can comb and style. Dodi wears a pretty 2-piece slack set. 9 inches tall
49 N 3871—Shipping weight 8 ounces.....$2.37

5 Pos'n Salty. Little 8-inch play pal for Pepper and Dodi, wears a rugged slack-and-shirt outfit, has baseball cap, catcher's mitt and mask. He loves the tree house!
49 N 3979—Shipping weight 8 ounces $1.93

Pepper's Case $1.59

Attractive vinyl traveling case has room for Pepper or Dodi, and her clothes. Compartmented, with accessory drawer and 5 hangers. 10 inches high. Doll not incl.
49 N 9377-Wt. 1 lb. $1.59

6 Sun 'n Surf. Suit, beach dress, beach gear
49 N 3982—Wt. 4 oz. Outfit only .$1.69

7 Anchors Aweigh. Dress, tam, radio, more.
49 N 3984—Wt. 4 oz. Outfit only $1.69

8 Snowflake. Ski pants, parka, mittens, sled.
49 N 3316—Wt. 4 oz. Outfit only $2.97

9 Winter Wonderland. Furry coat and hat
49 N 3985—Wt. 4 oz. Outfit only $2.44

10 Teacher's Pet. Dress, bulletin board, bag.
49 N 3986-Wt. 4 oz. Outfit only $1.33

11 After School. Hooded sweater, slacks, ping pong paddles, net and balls
49 N 3314—Wt. 4 oz. Outfit only..$1.67

12 3-piece Wardrobe. Sportswear outfit, dress and coat to fit Pepper and Dodi
49 N 3980—Wt. 9 oz. Outfits only $2.77

Have you met

Penny Brite

Her head turns, tilts . . she poses

$1.29

Charming 8-incher has a winsome little girl look, flexible arms and legs. In a sweet red dress, shoes, panties. She can wear the other clothes on this page. Plastic wardrobe case. Shpg wt 8 oz.
49 N 3996 $1.29

TRESSY . . the doll with hair that "grows" . . and legs that pose. Now her knees bend!

$3.44

Tressy's more fun than ever . 'cause now she can pose any way you want. And her hair is just wonderful. First it's short and then it's long! You make it grow when you turn the magic key. Style it to go with her outfits. Tressy is 11½ inches tall, can wear other fashion-dolls' clothes. She wears a fashionable shift, panties, shoes. Wt. 8 oz.

49 N 3923.....$3.44

Tressy in a new Gift Set $5.99

Here's Tressy in her own case, with a hairdressing set all ready for her beautician (you) to style her hair. Set includes hair-set lotion, comb, brush, curlers, rollers, rubber bands, extra magic key, hair-glamour book, pins. You'll have great fun fixing Tressy's hair . . short or long. Doll wears blue shift, shoes. Case is 14x7x3 inches.

49N3764—Wt. 1 lb. 2 oz. $5.99

Outfits below for Tressy, other 11½-inch dolls

1 Hootenanny. Slack set, bag, guitar.
49 N 3782—Wt. 4 oz..... $1.97

2 Black Magic. Gown, stole, more.
49 N 3828—Wt. 4 oz..... $1.97

3 On Fifth Avenue. Coat, hat, more
49 N 3747—Wt. 4 oz.....$2.47

4 Blue Ribbon Winner. Tailored suit, dog on leash, book
49 N 3746—Wt. 4 oz.....$2.47

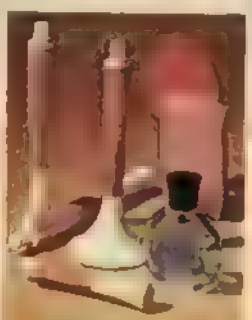
5 3-piece Wardrobe. Three gay outfits with accessories . . even a fishing pole, checker board and checkers.
49 N 3745—Wt. 8 oz.....$1.99

Note: Dolls not included with outfits

Hairstyle Kit $1.99

All the hairdressing supplies you need to give Tressy exciting and fashionable new hairdos. Styling set has doll-sized rollers and curlers, lotion, applicator bottle, atomizer with spray, pins, brush, comb, hair care booklet, carryall. Shpg wt. 8 oz.

49 N 3780 $1.99



Make-up $2.44

Now, Tressy has her very own make-up . and YOU can apply it. Kit has lipstick rouge, eye-liner, eyebrow pencil, make-up remover and puffs, cosmetics just like real, and easy to use. Shpg wt. 1 lb.

49 N 3756. . .$2.44

Hair Dryer

$2.66 + batteries

Blows air like a real dryer. Bonnet comb, brush, mirror, hairnet, curlers. Order 2 "D" batteries below. Shipping wt. 12 oz.

49 N 9369 $2.66

"D" Batteries.
49 N 4660-Wt. ea. 4 oz.
Each 16c; 4 for 60c

It's Tressy's little sister Cricket . . Her hair grows, too

$2.94

Perky as . a cricket, she's an adorable 9-inch doll with legs that pose, hair that "grows." Cricket has a magic key, just like Tressy, and you can style her hair any way you like. she always looks so cute. She wears a white ballet dress, hair band and shoes. Other 9-inch costumes fit her. Wt. 7 oz.

49 N 3843 $2.94

Cricket Gift Set $5.77

Pretty 9-inch Cricket, in a case, wears a neat suit, has two other smart outfits, extra shoes, miniature phonograph, records, fashion book, stand. Shipping wt. 1 lb. 6 oz.

49 N 3744 $5.77

6 School Days. Jumper, books, apple, shoes.
49 N 3743 Wt. 3 oz. Outfit only .$1.37

7 Hootenanny. Jersey, skirt, music, guitar
49 N 3742—Wt. 3 oz. Outfit only...$1.37

8 3-piece Wardrobe for 9-in. dolls. Dress-up outfit with accessories, sailing outfit with telescope, sport coat with scarf, handbag, shoes.
49 N 3741—Wt. 6 oz. Outfits only.....$1.99

Doll Case $4.99

Strong 13-inch wood case with vinyl covering, nickel trim . . holds two fashion dolls. For Tressy, Cricket, Misty, Barbie, others; has drawers for accessories, hangers for clothes, keeps them neat. Wt. 4 lbs. 8 oz.

49 N 9370 . $4.99

ONE TICKET good for 2 rides

Enjoy Owens' "Buyers Bonus"... a 2-for-1 package combining the newest water sport with boating's newest line of fiberglass boats. Here's your special offer from Owens ... an Owens all fiberglass Wakeboard by PHIL OF DOWNEY .. a $99.50 value **yours at no extra cost** when you buy your Owens Fleetship during November, December and January.* Thrill to wakeboarding, the newest, freshest sport in years... inland surfing on lakes, rivers, inlets, bays ... ride the crest of ocean waves ... all from behind your new 1964 Owens Fleetship ... and without tow ropes! Get even more fun for every member of your boating family.

Look for the "Buyers Bonus" emblem at your Owens dealer. He's ready to give you his best deal on a brand new 1965 Fleetship. He has the model you want ... at a price tailored to fit your budget.

Now's the time to see your Owens dealer. Act today!

* offer limited to model availability during these months and expires January 31, 1965.

Owens XL-20 Inboard/Outboard Runabout
All new from Owens ... strikingly handsome fiberglass runabout, requiring practically no maintenance. "150" Mercruiser stern drive engine with 'power tilt". Seats up to six persons, features single level throttle control, safety glass windshield, ski-tow rings. Ideally suited for trailing.

OWENS DIVISION
Brunswick CORPORATION
BALTIMORE 22, MARYLAND

YACHT "SKIPPER" HUCKINS SEAFARER 64

Discover Perfection

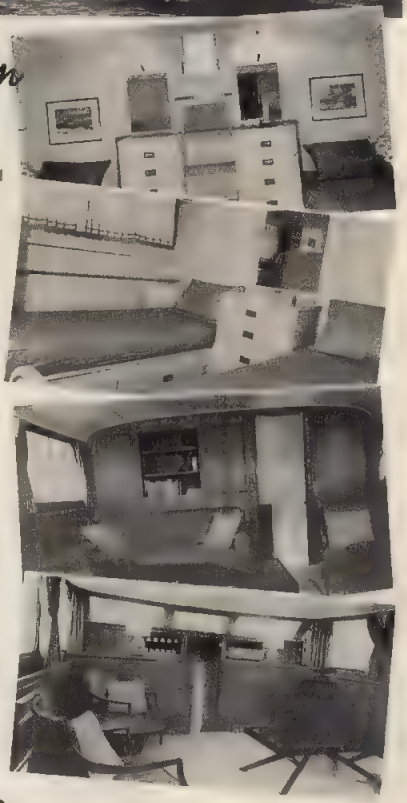
A Huckins is a symbol of yacht perfection in performance and luxury.

Engineered to surpass in handling ease, speed and economy of operation . . . with vital safety features for complete peace-of-mind salt water cruising.

The Huckins is created for the fastidious tastes of master yachtsmen . . . distinctively designed for superb comfort above and below decks. Shown at right are the commodious staterooms of owner and guests plus the luxurious salon of the SKIPPER.

All Huckins are built with distinctive personalities, to express individual owner tastes and desires, melded with skilled engineering into the exclusive Quadraconic Hull. Truly the symbol of yachting perfection.

Huckins models are custom created in performance-proven hulls 34 to 80 feet in length, with over fifty distinctive arrangements. An introductory brochure will make your selection easier. Write for one today.



FAIRFORM FLYER®
SYMBOL OF YACHT PERFECTION

HUCKINS YACHT CORPORATION • BOX 7068 • JACKSONVILLE 10, FLORIDA

Enjoy a gentle awakening

40 HOUR REPEATER ALARM

SLEEPY TIME: First rings intermittently, steady alarm follows. Leather-textured finish, gilt figures, luminous. 3x2⅝". Specify color: tan, brown-alligator, red

PW56 .....Retail **$10.95**

With 7 jewels, regular bell alarm, leather case.

PW73 .....Retail **$11.50**

Superb values . . . at a modest cost

30 HOUR DESK/TRAVEL ALARM

CHARMER Has "all-around" appeal. Leather-textured finish, gilt figures, black or white dial, luminous. 3" diameter. Specify dial, also case color: brown, tan, red

PW21 .....Retail **$6.95**

30 HOUR DESK/TRAVEL ALARM

PEER Travel first class. Leather-textured finish, gilt figures, black or white dial, luminous. 3½x2⅝". Specify dial, also case color: tan, brown, red, blue

PW6 .....Retail **$6.95**

8 DAY 7 JEWEL TRAVEL ALARM

CHIEFTAIN "Big-time" leader. Genuine leather case, gilt figures, luminous. 3½x2¾". Specify color: pig, brown-alligator, red

PW87 .....Retail **$17.50**

40 hour movement, full figure dial.

PW28 .....Retail **$7.50**

Phinney-Walker

"MAKING TIME" . . . SINCE 1915

40 HOUR TRAVEL ALARM

BANNER High standard for travel. Leather-textured finish, gilt figures, luminous hands, hour dots. 3½x2¾". Specify color: brown-alligator, tan, red

PW9 .....Retail **$7.95**

BATTERY CLOCK WITH ALARM

PARAGON The tops! Runs full year on standard flashlight battery. White plastic case, brass finish metal trim. Gilt figures, luminous, manual wind alarm. 3⅞x2⅜". Also in gray case, chrome trim. Specify case color: white, gray

PW411 .....Retail **$19.95**

40 HOUR DESK/BOUDOIR ALARM

CROWN JEWEL: Fabulous indeed. Transparent plastic gem-shape case. Gilt figures, luminous. 3¾" diameter. Specify color: rose, light-blue, clear-white, amber

PW17 .....Retail **$8.95**

40 HOUR BOUDOIR ALARM

DAZZLER: Sparkling loveliness. Gilt case, brilliant rhinestones with filigree trim. Gilt figures, luminous. 3x2¾". Specify color: ice-blue, rose, crystal.

PW118 .....Retail **$11.95**

30 HOUR DESK/BOUDOIR ALARM

CUTIE: A fascinating treasure. Novel antique "bell top" motif with handy alarm shut-off feature. Black Roman numerals, luminous tip hands, hour dots. 3⅞x2⅜"

PW250 .....Retail **$7.50**

Copyright 1965

SUPERIOR QUALITY TRANSISTOR WALL CLOCKS

TRANSISTOR WALL CLOCK

STARWOOD . Particularly magnificent. Fashionable "get-together" of American walnut spears with contrasting ball-tip metal rods; readily assembled. Distinctive dial, hands. Functions full year on single standard flashlight battery. Diameter 30", dial 7".

PW907 ..... Retail **$35.00**

SQUARE TRANSISTOR WALL CLOCK

MERIT . Classic simplicity. Solid American walnut case, modern dial, hands. Functions full year on single standard flashlight battery. 10" square, dial 7".

PW112 . Retail **$22.50**

ROUND TRANSISTOR WALL CLOCK

FASHION PLATE . Natural beauty. Solid American walnut case, modern dial, hands. Functions full year on single standard flashlight battery. Diameter 10½", dial 7".

PW113 ..... Retail **$22.50**

Transistor luxury with the "Decorator's Touch"

TRANSISTOR WALL CLOCK

WOODLAND . . Ultimate in elegance. Traditional early American motif in walnut case. Black Roman numerals on satin finish gold color dial., distinguished hands and metal trim. Functions full year on single standard flashlight battery. 26½x9¾", dial 8"

PW908 ..... Retail **$35.00**

Pair matching sconces, without candles, 19¾x4½"

908-S . . . . Retail **$14.95**

TRANSISTOR WALL CLOCK

FAIRWOOD . . An inspired creation. The superlative charm of an early American reproduction. Solid walnut case, black Roman numerals on satin finish gold color dial, polished hands and finial. 19x11¾", dial 9¼"

PW909 . . .. Retail **$42.50**

Copyright 1965

Be "King Of The Road" with Exciting Racing Set

At Wards $6.97

EXPERIENCE THE EXCITEMENT WHEN THIS GIFT IS UNWRAPPED by the boy on your list. Sets up in minutes and it's ready to go. Line up the cars, press the accelerator controls and they're roaring down the asphalt-like plastic track at breakneck scale speed. You'll experience the skids, spins and thrills of a speedway! You'll catch yourself leaning to avoid sideswipes and gripping harder as you pile up the laps. 2 scaled racers, about 5 in., ready to roar.

Both Indianapolis type Racers individually controlled. Special decals for "customizing" the bodies. Set has UL listed power pack; fully electrically powered with rheostat speed controls. Sections of roadway include one with pre-wired terminals for easy connection of power pack and hand controls. Plastic fence sections embrace fast curves to curb spin-outs. Track layout will fit easily in a 4x4-ft. area. Road Race may vary in appearance from illustration.

48 T 8160—Ship. wt. 5 lbs.... .At Wards $6.97

For More Road Races and Accessories See Pages 333-339

Keep Their New Toys In Place All Year

A HERE'S HIDE-AWAY SPACE THAT WILL ADD A LOOK OF NEATNESS TO ANY ROOM. All the kids have to do is put their toys inside and slide the door shut. Shelving can also be used in sewing room, rec room or den. A tractive pastel finishes fit in perfectly with any decor, traditional or modern. Baked-on enamel steel shelves and frame. Doors, top and side panels are of durable, chip-proof hardboard. Floor guards. 42x36x12 in. Wt. 37 lbs.

84 T 8887MO—Charcoal gray frame, contrasting blue panels.... $24.50

84 T 8887Z MO—Brown frame; Cream, burnt-orange, yellow panels $24.50

B NOW YOUR LITTLE ONES WILL ENJOY PUTTING THEIR TOYS AWAY. Colorful carton shelving with funny farm faces will be the center of any playroom. Cartons can be removed and put back in the order they like best. Make neatness fun. Unit has reinforced steel frame with baked on black enamel finish. 3 small cartons in orange, moss green and red, 2 larger in yellow and blue

Size overall 40x36x12 in Floor guards.

84 T 8886 R—Ship. wt 23 lbs. $9.99

SET OF 5 EXTRA CARTONS LIKE ABOVE. 84 T 8885MO—Ship. wt. 7 lbs. $3.99

Yogi Bear Ball Toss Fun For The Entire Family

Only $2.99

TEST YOUR SKILL! A game that can be enjoyed all year, indoors or out . . it's fun!

Pitch three plastic balls into Yogi's wide open mouth . . your score is registered automatically on dial in front

Ball returns through opening at bottom. Durable plastic Yogi stands 19⅜ in. high.

48 T 779—Ship. wt. 2 lbs. 6 oz... ..... $2.99

Other Games on Pages 340-349

with wonderful HI-FI Tones

THE PERSONAL, PORTABLE ASTROSOUND 500 PLAYS JUST FOR YOU! The light earphones let you listen without disturbing anyone else. A boon for parents. This two-speed (45 and 78 rpm) phonograph plays anywhere—traveling, at the beach, in your room—listen and read at the same time. It's battery operated—no electric outlets needed. Share it by giving the second earphone to a friend. It's easy to carry—weighs only a pound. Set has a permanent needle that will last a lifetime. Sturdy unbreakable plastic case, uses two regular D-cell batteries (not included), order on Page 354.

48 T 7500—Ship. wt. 2 lbs. $6.99

Refer To Pages 310, 311 For Other Phonographs, Records

THIS REALISTIC COMPANY COMMANDER SET will let your little Lieutenant lead his troops to victory every time. Made of sturdy plastic, it will last through campaigns the year 'round.

Includes an exciting replica of a .30 caliber bolt-action machine gun and detachable tripod, with camouflage design, shell shooting, cap-firing .45 automatic pistol with plastic bullets; pistol belt with ammo pouch; helmet with netting; metal infantry insignia; expert medal; compass; dogtags; and a cap-firing hand grenade.

48 T 3301 M—Ship. wt. 3 lbs. 4 oz. $3.99

For Other Military Toys See Pages 262 To 268

Kitty, 15-inch Bonomi Doll from Italy

1 She's stylish for school in a pleated wool plaid skirt and blue knit cardigan with plaid trim. Full petticoat, panties, shoes, socks. Vinyl doll has washable ponytail coiffure. Long-lashed closing eyes.
49 N 3516—Shipping weight 1 lb. 8 oz. . . . $7.99

Sheila, 17-inch glamour girl from Italy

2 With her long auburn hair and thickly lashed almond eyes, Sheila is queen of the daily campus. She wears a camel color wool coat, red wool plaid dress, scarf, gaiters. Fully jointed vinyl body.
49 N 3494—Shipping weight 1 lb. 12 oz. $9.99

Angelica, 13½-inch Italian charmer

3 Perky as your little sister. Her washable rooted hair can be styled many ways. Long-lashed eyes open and close. Jointed vinyl body. Cheerily garbed in gray pleated skirt, red plaid topper, boots, bow.
49 N 3448 Shipping weight 1 lb. 8 oz. . . . $7.99

Four of our best-dressed imported dolls wear

1 $7.99 2 $9.99 3 $7.99

Tina from Italy

Stunning 24-inch platinum blonde is belle of the ball in her hoop-skirted velveteen gown and rustling petticoats

$29.95

To love, to admire, to cherish a lifetime . . . a doll of superb beauty. Her finely chiseled features—from dreamy opaline eyes to pert dimpled chin are sculptured with Italian finesse. Tina is luxuriously dressed in a sweeping gown and big bonnet of rich red velveteen, trimmed with white eyelet lace and bright plaid bands. Attached ruffle-edged petticoat . . . plus separate hoop-skirt. Panties, socks and patent-look shoes. With plaid parasol. Enchanting doll of polyethylene.

Shipping wt. 10 lbs.
79 N 3495L.....$29.95

Gently closes her eyes when you rock her to sleep

TEENY TINY TEARS

by American Character

Teeny with cradle

$7.99

It's a joy to care for this lovable 12-inch baby doll. She drinks, wets, cries real tears, blows bubbles. At bedtime, she slowly closes her rock a bye eyes as you rock her in her own cozy cradle. Of soft vinyl, she takes baths too. Rooted hair can be combed and brushed. Teeny wears a printed cotton flannel sleeper. Comes with 15 in. long plastic cradle with mattress cover; bottle, pacifier and bubble pipe.

49 N 3165—Shipping weight 2 lbs. 12 oz. $7.99

Teeny with trunk

$7.94

12-inch cry baby travels with trunk and layette, drinks, wets, cries real tears, blows bubbles. Soft vinyl with rooted hair. Wears lace-trimmed apron dress with applique, booties, panties. Lacy A-line dress, polka dot panties, pacifier, bubble pipe, bottle packed in trunk.

Shipping weight 2 lbs. 6 oz.

49 N 3167. . . . . $7.94

Teeny Doll only

$3.93

Like a real baby, 12-inch Teeny sheds big tears when she's sad. Slowly closes her rock a bye eyes when she's sleepy. Drinks, wets, blows bubbles too. Of soft vinyl with rooted hair. Wears cape dress. Bottle, bubble pipe, diaper and pacifier incl.

Shipping weight 1 lb. 5 oz.

49 N 3166. . . . . $3.93

1 2

Outfits for Teeny

1 **Travel-time Knit Set . .** sweater, leggings and bonnet keep 12 inch doll warm. Doll not included.
49 N3077 Wt. 6 oz. $2.77

2 **Sheer Apron Dress** with 6 rickrack. For 12 inch baby doll (not included).
49 N3041–Wt. 6 oz. $2.77

Teenie Weenie Tiny Tears with trunk $4.99

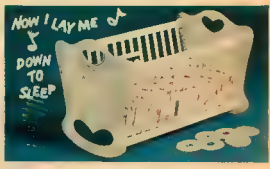
Only 9 inches tall, but what a charmer. She weeps real tears, closes her rock-a-bye eyes. Drinks, wets. Soft vinyl with rooted hair. Wears a dainty dress. Comes with trunk, clothes and accessories shown.

49 N 3168—Shpg. wt. 1 lb. 2 oz. . . . $4.99

17-inch Tiny Tears . . almost life-size $9.97

Feels like a real baby cuddled in your arms. She drinks, wets, blows bubbles, cries real tears. Chubby, soft vinyl body. Rooted hair. Dress in cotton flannel sleeper. Layette includes blue dress and diaper, plus red piqué dress with giraffe applique, and diaper. Instruction book, bubble pipe, bottle, pacifier.

49 N 3169C—Shipping weight 4 lbs. . $9.97



Tiny Tears Talking Cradle with 6 records $9.77 without battery

Insert record in side of cradle press lever . . and listen to the sound of nursery rhymes, prayers, lullabys. Dolly falls sound asleep as you rock her. Built-in phonograph has automatic shut-off. Plastic cradle, 18x12x11 in. With mattress cover. Sweet dreams for dolls up to 17 in. tall. Uses one "D" battery, order below

79 N 9224C—Shipping weight 3 lbs. $9.77

79N4660–"D" Battery. Wt. ea. 4 oz. Each 16c, 4 for 60c

"PLASTICUM-TRACTOR"

FULLY ASSEMBLED

For Children 2 to — 10 Years Old

Durable Plastic,

Chain Drive Transmission,

Capacity 250 Pounds

No. 25

Packed: Single Carton
Dimensions 38x15x20 in.
Weight 20 Pounds

WE ALSO MANUFACTURE

"MR. GUMP" Pat.

Giant Bubbles
Tricky Bubbles
Knights of Camelot
Castles

Pinball Games
Motor Raceways
Battery and Wind-up Toys
Combat Tank

BE SURE TO SEE OUR GREAT NEW LINE at the 1965 AMERICAN TOY FAIR • ROOM 638 • HOTEL NEW YORKER

PLASTICUM TOY MFG.

FACTORY: Route 17, Lodi, New Jersey • 201-343-4700

PERMANENT SHOWROOMS: Room 1120, 200 5th Avenue, N. Y. 10010

Fine Quality Handbags

528L17500—**Finest Alligator Satchel Bag.** An Elegant handbag of Lustrous Domestic Alligator—a truly **treasured possession.** Leather lined, four inside pockets and one zippered pocket, leather coin purse and mirror. Double handled and two outer compartments. **Size:** 13"x8". **Colors: Black or Brown. Specify Color.**
Sugg. Retail $225.00

634L6650 — **Finest Domestic Alligator.** Custom styled. A beautiful large quality leather lined handbag. Has four inside compartments one for comb, mirror and one zippered. Leather coin purse and mirror included. **Size:** 10¼"x7¼"x3¼". **Colors, Black or Brown. Specify Color.** Sugg. Retail $85.00

633L11550 **Genuine Domestic Alligator.** An elegant double handle handbag of basic Domestic Alligator. Completely leather lined. Four inside pockets—one zippered. Leather coin purse and mirror included. **Size:** 12" x 9¼" x 2¾". **Colors: Black or Brown. Specify Color.** Sugg. Retail $155.00

529L15400—**Genuine Domestic Alligator** Smartly tailored handbag of finest quality Domestic Alligator. Leather lined, three inside compartments, one zipper pocket and one large clasp pocket, mirror. Single handled. **Size:** 12½"x8" **Colors: Black or Brown. Specify Color.**
Sugg. Retail $205.00

Treasured Possessions in Genuine Alligator

535L9310—**Genuine Brazilian Alligator** Extra large travel size bag with two handles. Has vertical inserts in frame plus Florentine type purse in puller. Two outside pockets, one with card, side Leather lined interior with matching coin purse plus comb and pick, locket, mirror each in individual pockets. Also, one zipper pocket. **Size,** 13"x8½"x3½". **Colors Brown or Black. Specify Color.** Sugg. Retail $125.00

536L10150 — **Finest Domestic Alligator.** A beautiful leather lined, single handle handbag. Has four inside pockets one zippered, one for comb and mirror. Leather coin purse and mirror included. **Size:** 11"x8½"x2½". **Colors: Brown or Black. Specify Color.** Sugg. Retail $135.00

474L5250—**Genuine Alligator Bag.** Satchel type bag with double top handles. Imported frame. Leather lined with zipper compartment and three pockets. Fitted with comb, shell backed mirror and matching change purse. **Colors: Black or Brown. Size** 9"x14"x3½". **Specify color.** Sugg. Retail $67.95

475L6650 — **Genuine Alligator.** Large single top handle pouch with twelve polished imported frame. Leather lined with zipper compartment and three pockets. Fitted with comb, shell backed mirror and matching change purse. **Size,** 11"x9½"x3". **Color, Brown.**
Sugg. Retail $85.00

Beautifully Styled Alligator Handbags

436L6530—**Genuine Brazilian Alligator** Large single top handle tailored pouch with vanity type frame and covered by. Four pockets one zipper, one purse, one comb, one mirror. Purse, comb and mirror included. Genuine leather lining. **Colors: Brown or Black. Size:** 11"x8¼"x3½". **Specify color.**
Sugg. Retail $69.95

437L4900—**Genuine Brazilian Alligator.** Tailored type top handle pouch. Four pockets one comb, one purse, one zipper, one mirror Comb, purse, mirror included. Genuine leather lining **Color: Brown. Size:** 10¼"x9½"x ½"
Sugg. Retail $65.00

626L3500—**Genuine Alligator Bag.** A dressy alligator pouch with double handle, covered frame. Satchel shape. Leather lined with comb, shell backed mirror, and matching leather purse, each in individual pocket. **Size** 12"x7"x2". **Colors: Black or Brown. Specify Color.**
Sugg. Retail $45.00

439L3500 **Genuine Brazilian Alligator** Single top handle tailored pouch with leather lined coin purse and mirror. Three pockets one zipper, one purse. Comb, mirror, purse included. Genuine leather lining. **Color: Brown. Size:** 10"x7½"x3".
Sugg. Retail $45.00

527L6650—**Alligator Envelope Bag.** The Ensemble look in a smartly designed, envelope bag. Turn lock closing. Leather lined, with matching change purse and comb and shell backed mirror, each in individual pockets. **Size:** 10½"x7½"x 3". **Colors: Black or Brown. Specify Color. Ret. $85.00**

Fine Quality Handbags

525L2310—Lizzard Bag. An elegant bag of Lizzard with Alligator finish with a metal top handle. Lizzard covered frame on top of front. Leather lined with matching leather change purse and comb and mirror locked memorandum, each in individual pocket. **Size:** 9½"x7½"x3". **Colors: Black or Brown. Specify Color.**
Sugg. Retail $29.95

478L3500 — Genuine Alligator. A beautiful bag with single top handle pouch with finely polished imported frame. Leather lining—three pockets one with comb, one with shell backed mirror and third with matching change purse. **Size:** 9½"x7½"x3½". **Colors: Brown or Black. Specify color.**
Sugg. Retail $45.00

479L4900—Genuine Alligator Bag. Satchel type bag with luggage handle imported frame. Leather lined three pockets with zipper compartment fitted with comb, shell backed mirror and change purse. **Size:** 9½"x7"x4". **Colors. Brown or Black. Specify Color.**
Sugg. Retail $65.00

480L4550—Genuine Brazilian Alligator. Single top handle pouch with finely polished imported frame. Leather lined Has zipper compartment and three pockets. Fitted with comb, shell backed mirror and change purse. **Size:** 9"x8"x3" **Colors: Black or Brown Specify Color.** Sugg. Retail $59.95

Elegant Handbags by Greta

520L3990—Finest Calf Bag. An elegant bag of finest calf, beautifully leather lined. Has leather handle, gold trim, leather coin purse on gold chain, mirror and comb in compartments, one zipper compartment. **Size:** 13"x7½"x3". **Colors: Black, Brown, or Navy. Specify Color.**
Sugg. Retail $49.95

521L2205 — Beautiful Calf Bag. A beautiful satchel bag with single top handle of finest calf—exquisitely tailored. Scalloped decorative tab on front. Faille lined, one plain and one zippered pocket. Faille coin purse, comb and mirror included. **Size:** 8½"x9"x3". **Colors: Black, Brown, Navy. Specify Color desired**
Sugg. Retail $28.95

522L4690—Elegant Calf Bag. A single handled, **leather lined** highly polished calf bag with unusual imported Italian jewelers frame of gold and Florentine jeweled gold lock One zipper and two plain pockets. Leather coin purse or chain, mirror and comb included **Size:** 10"x8"x3". **Colors. Black, Brown, Navy. Specify Color Choice** Sugg. Retail $59.95

531L3150—Calf Swagger Bag. A Lustrous Calf bag with double handles and gold studs on bottom Grease leather lined. Fashionable handle. One zippered and two plain pockets Coin purse, mirror and comb included **Size:** 8½"x8"x2½". **Colors: Black, Brown or Navy. Specify color.**
Sugg. Retail $44.95

"Holiday" Fitted Handbags

Beautiful "Holiday" Handbags original and unusual designs and modern styling. All handbags contain a leather coin purse with key chain attached, zipper-topped cosmetic bag, a leather-backed mirror and a built-in eyeglass case attached to the neck wall of the all-leather lining.

524L2835—Elegant Polished Calf Top of bag is elegant Jeweler's frame with attractive pattern and Florentine clasp. Leather change purse and comb and mirror locked memorandum. Size: 12"x8½"x3". **Colors. Black Brown, Navy. Specify Color Choice.**
Sugg. Retail $39.95

526L2835—Polished Calf A rectangular horn with aristocrat pattern handle—stitching construction with tortoise trim at handle Accessories as listed above Beautiful **Black, Brown or Navy Specify color.** Size: 7½"x15"x4½".
Sugg. Retail $39.95

462L2835 Calf Bag. Featured of this bag is the elegant Jeweler's frame with staggered tooth design set into classic shape Accessories as listed above Beautiful **Black, Brown, or Navy. Specify color. Size:** 14½"x10½" Sugg. Retail $39.95

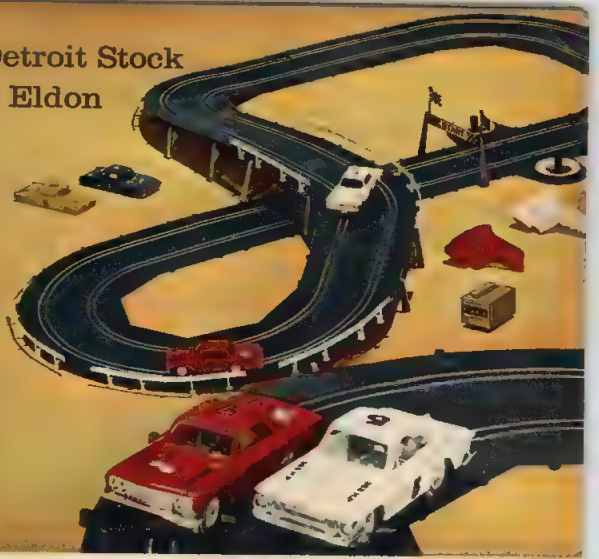
532L2835 Beautiful Calf Bag. An elegant rectangular bag with a Florentine clasp. Accessories as listed above Beautiful in **Black, Brown or Navy. Specify Color.** Size: 15"x8½"x3
Sugg. Retail $39.95

"Holiday" Handbags also may be had in Black Patent leather or **Black** non-scuff **Beaver Calf** or **White** or **Bone Calf** on **Special Order at Same Price. Allow two weeks.**

Daytona Beach Detroit Stock Car Race by Eldon

$11.94

with interchangeable car bodies



HERE'S AN EXCITING RACE just like the "big one at Daytona." You read about it every year, and now you get a chance to relive every exciting mile in ½₂ scale. We've come up with 4 accurately detailed interchangeable stock bodies with metalized front and rear bumpers and grill . . clear front and rear windshields . . you get a hot 387 HP T-Bird . a Plymouth with power to spare . . a big, brawny Pontiac and the hustling Chevy . . each about 5½ inches long. Each one is ready to give you hours of fun and thrills. Just pick out 2 of the bodies, snap them on the pre-wired chassis and you're ready to go. The chassis have dual speed rear axles and rubber racing tires . . plus metalized wire wheels for real authenticity. Layout is about 79x44 in. wide. You also get two rheostat racing controls with pistol-grip design for ease of handling. One of the outstanding features of this outstanding set is the automatic lap counter—it gives you an accurate account of how the race is going . . tells you at a glance how far ahead or behind you are. The elevated bridge section is sure to give you loads of extra thrills. Complete set includes 14 ft. of track, all you need for various layouts; power-pack, decals and labels, start-finish banner, flags, fencing.

48 T 8164 M—Ship. wt. 8 lbs. 4 oz. UL List . . $11.94

Gimmicks and Fun Galore! . . Eldon's Thrill Driver Set $23.99

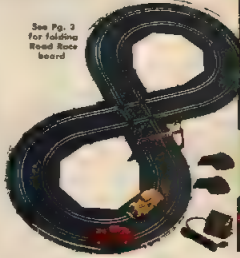
YOU TRY YOUR SKILL EVERY TIME you run this set! You get ½₂ scale models of Dodge 440 Coronet and Dodge Sweptline truck . . the official cars for thrill shows. Cars are about 5½ inches long. They come completely assembled, with high speed motors, metalized wheels, front and rear bumpers . . plus clear windshields and windows and racing tires. Go over a bumpy road section . . through a brick crash barrier . . over the thrilling Cannon Jump . . and gauge your speed for the Hi-ski ramp . . all the thrills, jumps and stunts that the auto daredevils do! Includes: power pack, 2 pistol-grip controls, jump, 12 fence sections, 8 bridge supports, bumpy road risers, 2 zig-zag tracks, start-finish banner, 6 flag poles, decals, instructions. Layout about 40x72 inches. See Pg. 3 for plywood Road Race board, hinged down the middle, folds for storage.

48 T 8166—Ship. wt. 11 lbs. 4 oz. UL Listed **$23.99**

Crash Car Figure 8 by Eldon

Only $13.99

See Pg. 3 for folding Road Race board



A NEW IDEA IN MODEL ROAD RACING in ½₂ scale . . loads of fun for the whole family. Start up your ready to run '57 Chevy jalopies on the figure 8 track . . race them around and around . . through the cross track and crash them . . watch 'em fly apart, just like the demolition races at the speedway. Simply snap parts together to race again, or continue on without fender, hood, grill, bumpers. 5 interchangeable parts in contrasting colors. Cars are pre-wired, with racing tires and hand-painted drivers and high-speed motors. Each about 5 inches long. Complete set includes: power pack, two pistol-grip controls, 16 pieces of track, sections of fencing, start-finish banner with flags, car decals and instruction book. Layout about 72x40 inches

48 T 8165—Ship. wt. 5 lbs. 3 oz. **$13.99**

Eldon Accessories For ½₂ Scale

1 ELDON ½₂ SCALE LOTUS. Hand-painted driver, clear windshield, rubber racing tires, metalized wheels, pre-wired motor. For standard Eldon sets.
48 T 8171 Ship. wt. 15 oz. **$3.49**

2 ELDON ½₂ SCALE CORVETTE. Like above
48 T 8172—Ship. wt. 15 oz. **$3.89**

48 T 8161—PAIR STRAIGHT TRACKS. Wt. 7 oz. . . . **77c**

48 T 8162—PAIR CURVED TRACKS. Ship. wt. 7 oz. . . **$1.17**

48 T 8163—FENCE SET (8). Use anywhere. Wt. 4 oz. . . . **79c**

48 T 8167—PR. LANE CHANGE TRACKS. Ship. wt. 12 oz. **$2.29**

48 T 8168—LAP COUNTER. Ship. wt. 11 oz. **2.29**

48 T 8169—CRASH CAR JALOPY. Ship. wt. 7 oz. **2.29**

48 T 8170—CHEVY 08 in Daytona set. Wt. 15 oz . . **3.49**

WARDS EXCLUSIVE "Continental Divide"

By Strombecker

Complete set only $27.99

HERE IT IS . . THE "CONTINENTAL DIVIDE" 1/32 scale road race, made exclusively for Wards by Strombecker. All you have to do is set it up and you're ready to fish-tail and powerslide into the curves or go flat-out in the straights . . plenty of fun and thrills for the whole family. Layout about 7 ft. by 38 in. wide, with over 27 feet of track . . enough to build many other exciting layouts. The pistol-grip controls have speed indicators with scale mph for added realism. The deluxe power-pack gives equal power to each car, so it's you and your skill against your opponent. Both accurately scaled cars are adaptable to either Sports Car or Rally racing, with removable tonneau covers and drivers. You get a Lotus MK XIX and a Porsche RS-61, about 4½ in. long, with a powerful 12-volt Strombecker motor . . they're really "goin' machines." Set comes complete with lubricant, wires, overpass supports and complete instructions. For additional track, other interesting accessories, see below.

48 T 8127—Ship. wt. 12 lbs. . . . . Set **$27.99**

ELONGATED FIGURE 8

By Strombecker

TAKE UP THE CHALLENGE . . try the "Challenger" Elongated Figure 8 for plenty of thrills and excitement . . it's sure to give you and your whole family plenty of both . . the Ferrari Berlinetta and Jaguar XKE are 2 of the hottest cars going, and there is loads of fun racing these beautifully detailed and brilliantly colored 1/32 scale models, each about 5½ in. long. It's tough . . you have to carefully gauge the speed of your car to make it around the curve . . then it's into the straightaway and up over the hill onto the obstacle track, where only one car can pass at a time. You're sure to like this one! Complete set includes: Jag, Ferrari, 2 pistol-grip controls, power-pack, fencing, overpass supports and instruction booklet. Layout about 6 ft. by 32 in. wide. To expand your set, see listings below

48 T 8151—Ship. wt. 6 lbs. 12 oz **$18.99**

Car Kits and Accessories for 1/32 Scale by Strombecker

1 TO 3 STROMBECKER CAR KITS Easy to build. Complete with motor, decals, parts

(1) 48 T 8005—COOPER FORMULA 1

(2) 48 T 8004—INDY SPECIAL

(3) 48 T 8157—PORSCHE GTS/904

Ship. wt. 8 oz. **$2.94**

Kits of cars as listed in sets on these 2 pages:

48 T 8158—COBRA GT. Wt. 10 oz.

48 T 8159—FORD GT. Wt. 10 oz.

48 T 8129—PORSCHE RS-61. Wt 8 oz

48 T 8130—LOTUS MK XIX. Wt. 8 oz.

48 T 8009—FERRARI BERLINETTA.

Ship. wt. 12 oz.

48 T 8008—JAGUAR XKE. Wt 8 oz.

Each **$2.94**

Shop Early . Phone Early
See Page 392

4 JUMP TRACK. Terrain base, pylon overpass supports, pond. About 12 in. long

48 T 8136—Ship. wt. 12 oz. . **$2.79**

5 ELECTRICAL LAP COUNTER, up to 49 laps. Connect to any straight track. Track not included.

48 T 8156—Wt. 2 lbs. 8 oz. . **$6.99**

MECHANICAL LAP COUNTER. To 50 laps. Use anywhere. Installed in one straight track.

48 T 8155—Wt. 1 lb. 1 oz. . **$2.99**

6 PROFESSIONAL POWER-PACK 12, 16, 20 or 24 volts. Overload light shows shorts.

48 T 8140—Wt. 3 lbs. 6 oz. . **$10.95**

7 LE MANS STARTING TRACK. For added excitement, realism.

48 T 8137—Ship. wt. 12 oz. . . **$2.27**

STANDARD POWER PACK. On-off switch, circuit breaker. Constant power to 2 lanes for equal racing. UL Listed

48 T 8016—Wt. 3 lbs. 4 oz. **$6.49**

PAIR OF 12-IN STRAIGHT TRACKS.

48 T 8010—Ship. wt. 12 oz... **$1.49**

PAIR, 12-IN CURVED TRACKS, FENCE

48 T 8011—Ship. wt. 12 oz. **$1.99**

PAIR, 12-IN. CRISS-CROSS TRACKS Gives additional interest and excitement as cars change lanes.

48 T 8013—Ship. wt. 8 oz. . . **$2.97**

SPEED CONTROLLER. Plunger-type Automatic brake, cool operating

48 T 8154—Ship. wt 5 oz. . **$2.29**

PYLON OVERPASS SUPPORTS. Set of six. For bridges, hills

48 T 8141 —Ship. wt. 3 oz..... 77¢

Facts About Roadracing

On 7 pages beginning with the preceding page, you will find our roadracing sets . . sets we have tested to see if they measure up to our exacting standards of Quality, Workmanship and a special Wards criterion, FUNmanship. THEY HAVE! We think we have a group of the best the industry has to offer; one for every taste and budget. When you buy a roadracing set from Wards, you're buying one of the finest made. Here is a list of the sizes, starting with .

HO SCALE (1/87 of actual size). The primary feature of this scale is its size . . small and compact, you can fit a big layout in a limited space. The cars are about 2½ in. long, detailed, and fast (up to 600 scale mph).

1/32 SCALE (1/32 of actual size) One of the most popular sizes. As you increase in size you need more room for the set (up to 8 ft. long or longer). But, the cars are more detailed, and the speeds more realistic The cars are about 4-5½ inches long.

1/24 SCALE (1/24 of actual size). The largest size, most popular with hobbyists who build cars from "scratch" and race them on competition slot tracks. The cars are about 5¼ to 7 inches long. If you like to tinker with motors, build to get the most speed out of your car, Wards Slot Shop is the place to shop and buy.

ACCESSORIES We have a complete line of accessories for every scale, even a line of accessories for slot racing . . you can expand your set as much as you want . . you're ready to make your choice . . remember, we guarantee you Quality . . Workmanship . . and lots of FUNmanship.

Another First!

WARDS BRINGS YOU THE GOLDEN GATE

By Aurora

$22.99

EXCLUSIVELY YOURS . Aurora, a long-time leader in model road racing, has built to Wards specifications a racing set that will delight and thrill every model enthusiast from 6 to 60 . . It's the Golden Gate Grand Prix 1/87 (HO) scale set, that brings you over 25 feet of track set up in a really unique layout, about 7½ feet long by 28 inches wide. This one is a real beauty!!!

You get 2 Grand Prix racers, each about 2¾ in. long and powered by Thunderjet motors. They will reach scale speeds of up to 600 mph . . they'll zip down the straightaway into the tri-level Cobra-Climb that you can climb at almost full speed . . then up onto the scenic Golden Gate Bridge and into the downgrade. Packed with loads of FUN moneship, and you're at the controls

This is surely one of the hottest sets we've tested, and you're sure to enjoy each and every year of pleasure that it will give you. Complete set includes: 2 cars, 2 racing controls, power-pack, track, circular support set, Golden Gate Bridge, trestles, instructions. For additional track, cars and racing accessories, see listings below

48 T 8048 M—Ship. wt. 10 lbs Complete set **$22.99**

Figure 8 Thunderjet by Aurora **$13.33**

WARDS EXCLUSIVE OVER AND UNDER FIGURE 8 THUNDERJET. Complete with 2 new hatbacks . . the A.C. Cobra and Mustang 2+2 . . pick up the racing controls and you're ready to go up, down, around the 9 ft. of track.

This thrill-packed 1/87 (HO) set contains all you need for complete racing fun: cars, power-pack, track, trestles, fencing, racing controls. See Page 3 for folding Road Race board.

48T8047M-Ship. wt. 6 lbs. 4 oz. **$13.33**

Accessories for Aurora HO Road Races

1 COUNTRY BRIDGE WITH TRACK Adds realism to your layout. 18 in. long.
48 T 8106—Ship. wt. 10 oz. **$2.29**

2 9-IN. RADIUS SPEED CORNERS. Set of 8. For high speed action. Provides realistic drift on curves.
48 T 8118—Ship. wt. 3 oz. Set **79c**

3 9-IN. RADIUS CORNER CROSS-OVER TRACK. For added excitement.
48 T 8119—Ship. wt. 11 oz. . . . **$1.49**
48 T 8036—9-IN. STRAIGHT CROSSOVER TRACKS. Pair. Ship. wt. 6 oz. **$1.49**
48 T 8037 -MECHANICAL LAP COUNTER 9-in. To 10 laps. Ship. wt. 4 oz. **$1.19**
48 T 8090—A.C. COBRA MODEL. Ship. wt. 2 oz. **$2.27**
48 T 8092—MUSTANG 2+2 FASTBACK model. Ship. wt. 2 oz. **$2.27**
48 T 8093—GRAND PRIX RACER MODEL. Ship. wt. 2 oz. **$2.27**
48 T 8096—SPIRAL ROADWAY SUPPORT Set. Ship. wt. 5 oz. **$1.19**
48 T 8099—ELECTRIC LAP COUNTER. To 99 laps. Ship. wt. 1 lb. 3 oz. . . **$6.99**
48 T 8101—FERRARI. Wt. 2 oz. . . . **2.27**
48 T 8102—XKE. Ship. wt. 2 oz. . **2.27**
48 T 8103—STING RAY. Wt. 2 oz. **2.27**
48 T 8107—RACING SPEED CONTROL. Ship. wt. 3 oz. **$1.89**
48 T 8109—SQUEEZE TRACKS. Pair 9 in long. Ship. wt. 6 oz. **89c**
48 T 8113—STRAIGHT TRACKS. Pair, 9 in long Ship. wt. 6 oz. **74c**
48 T 8115—CURVE TRACKS. Pair, 9 in long. Ship. wt. 8 oz. **94c**
48 T 8117—FENCE SET. Four 18 in. long rails with posts. Ship. wt. 3 oz. . . **77c**

The track and accessories listed above are exclusively for Aurora Road Races

4-Lane Thunderjet by Aurora **$27.77**

TWO EXTRA LANES MEAN TWICE THE FUN for you. 4 full lanes of excitement, complete with green Sting Ray, white Jaguar XKE, red Maserati, blue Ferrari; each about 2¾ in. long in 1/87 (HO) scale. One independent control for each car. Colors may vary. Here's lots of fun for everyone. Booklet tells how to extend your layout. Layout abt. 60x30 in.

Complete set includes: 4 cars, power pack; straight, curved track, fencing and trestles for thrill packed overpass. See Pg. 3 for folding Road Race board.

48T8043M—Wt. 8 lbs. 12 oz. **$27.77**

WARDS GIANT
12 Foot Roadrace Special

by Revell

$59.95

A Real SLOT RACE in 1/32nd scale—

Test Your 1/24th scale cars, too!

Outside curves 8 in. wide

Looking for THE BIGGEST, BRAWNIEST, MAN-SIZED model road racing set ever offered by Wards? Try this one on for size! This is a GIANT of a FUN machine, about 12 feet long and 4 feet wide, in 1/32 scale. We've never seen a set this big before, and every little detail is correct; every facet of racing that makes it the exciting sport it is has been put into this enormous set. Revell made it to our exacting specifications of FUNmanship, and it's a Wards Exclusive. You'll be getting 2 of the most minutely and accurately detailed cars on the market . . . a green Aston-Martin and a metallic blue Mercedes 300 SLGT . . a pair of the most famous of all racing cars each about 5¾ in. long, assembled and ready to go. The layout they run on has over 49 feet of track . . There are 2 long straights, 7 and 8 ft. long, where each car will reach maximum speed; each of the 4 corners will test your driving know-how to the fullest and as an extra feature, we've added special spin-out aprons on the outside of the elevated, slightly banked 21-inch radius curves, terminated by a full 16 in. of straight transition apron . . a touch of realism unmatched by any other set we've seen. Then you'll have to conquer the "Snake Rise," where you wiggle-waggle up to an elevated sector. You'll be amazed how much fun this set can be! 2 cross-over tracks make the race equal so each car goes the same distance . . each car and driver has to face the same excitement and peril, once you and your opponent lock horns on this set, you'll be road racing addicts for life. The track quickly snaps together to form a positive connection. The elevated areas, supported by specially designed modular piers, assure stability. The final feature is the plug-in terminal no more wires or screwdrivers . . just plug in the plunger-type controls, complete with brakes, and you're off! For additional cars and accessories, see below

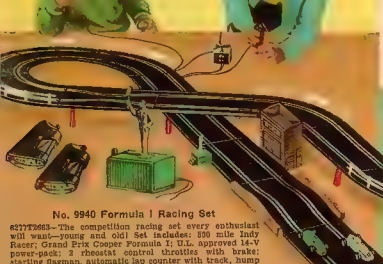
48 T 8000 M—Ship. wt. 21 lbs.. ..... **$59.95**

(A) 48 T 8025—Sting Ray. Blue. Ship wt. 10 oz. **3.99**
(B) 48 T 8024—Ferrari. Red. Ship. wt. 10 oz.... **3.99**
48 T 8001 12-In. Straight (2) Ship. wt. 15 oz .. **1.49**
48 T 8002—14-In. Rad. Curve (2). Ship. wt. 14 oz. **1.49**
48 T 8003—21-In. Rad. Curve (2). Ship. wt. 12 oz. **1.49**
48 T 8006—14-In. Rad. Fence (8). Ship. wt. 3 oz. **79c**
48 T 8007—21-In. Rad. Fence (8) Ship. wt. 2 oz. **79c**
48T8012-14-In Rad Spin-out Apron (8). Wt. 1 lb. **1.89**
48T8014-21-In. Rad. Spin-out Apron (8). Wt. 10 oz.. **1.89**
48 T 8018-Modular Piers, Bases. Wt. 5 oz... Set **79c**
48T8021-Sts Spin-out Aprons (6). Wt. 13 oz. **1.89**
48T8023-2Pr. Land R Transition Aprons. Wt. 4 oz. **69c**

STROMBECKER

INTERNATIONAL ROAD RACING

Real Thrills and Spills on these realistic Road Racing Sets by Strombecker. These sets are in 1/32 scale for authentic road racing excitement. Road Racing thrills give hours of enjoyment and competitive fun.



No. 9940 Formula I Racing Set

627TT2663—The competition racing set every enthusiast will want—young and old! Set includes: 500 mile Indy Racer; Grand Prix Cooper Formula I; U.L. approved 14-V power-pack; 2 rheostat control throttles with brake; starting flagman, automatic lap counter with track, hump track with bridge (official asphalt black); Chicane obstacle track; 18 sections curved track; 4 sections straight track; new terminal track; huge competition circuit measures 206½", 12 new pylon overpass supports; 10 fence sections; connector wires; locking lugs; Strombecker warranty; road racing guidebook. Ship wt 10 lbs. **Mfr's. Sugg. Retail $39.95**

No. 9935 International Racing Set

627SF1097—Porsche RS 61 and Lotus MK XIX, built-up and ready to run! Set contains: New Porsche RS 61; New Lotus MK XIX; U.L. approved 14-V power-pack; 2 rheostat control throttles with brake, 12 pylon overpass supports; 6 track-side figures; 8 fence sections; connector wires, big competition circuit measures 168¾", 8 sections curved track (official asphalt black); 5 sections straight track. Chicane obstacle track; new starting flagman automatically opens the power circuit to start the race; locking lugs; Strombecker warranty; road racing guidebook. Ship. wt. 8 lbs. **Mfr's Sugg. Retail $29.95**

No. 9940 makes 6 layouts —Buckley Field, Vineland, Hawaii, Aeotrats, Indianapolis 5, and Fort Worth.

Thunderjet Speedway Set

6059T1662—This authentic 2-lane racing set features cars in HO scale with the **Stirling Moss Thunderjet 500 Motor** which is fast, quiet and reliable. Speed controls are specially designed to brake its runaway power. Actually sounds like a real engine idling. This Speedway set consists of 2 Thunderjet "500" cars; 2 reversing speed controls; 8—9" curved sections, 1 9" straight sections, 1 terminal straight section; 4 trestle posts, set of guard rails and posts, one 18 volt D.C power pack. Guaranteed to go faster, last longer, and out-perform, any model racing set in the world. Endorsed by Stirling Moss. Ship. wt. 8 lbs **Sugg. Retail $24.95**

4-Lane Raceway Set

6060T2583—The ultimate in model road racing thrills. This 4-lane set features 4 cars in HO scale powered by the **Stirling Moss Thunderjet "500" motor.** The Thunderjet motor produces actual scale speeds of over 500 mph, it will run continuously day and night with no attention required. The Thunderjet motor is fast, quiet and reliable. Set consists of 4 Thunderjet "500" cars, 4 reversing speed controls; 6 pcs. 9" radius curve, 6 pcs. 9" radius curve; 6 pcs 9" straight roadway, 4 pcs. 9" straight roadway, 2 pcs. 9" terminal straight roadway; one 18 volt D.C power pack. Endorsed by Stirling Moss. Ship. wt. 9 lbs. **Sugg. Retail $39.95**

4-Lane Raceway Set

Talk of the Town value

Complete Set **$33.99**

WARDS All New Thrill-Packed "Thunderbolt"

THERE'S NOTHING QUITE LIKE THIS ONE . . It's a Wards exclusive built to our specifications by Stromberker—The "Thunderbolt" big scale roadracing set, one of the finest sets we've ever seen or run. Imagine 4 levels 4 fun and thrill packed levels in one set! It's like having all the famous tracks in the world combined and offered to you at a price you'll find as exciting as the set itself, just set it up . . now you're ready for real FUNmanship.

You send your completely assembled, colorful and detailed Ford GT & Cobra GT racing down the straights, then flashing up and up into the serpentine curves of the multi level section (see close-up view) that will test the skill and daring of even the most expert racer. Each car is a blur at 5 m.p.h. long Fish tail span out this set will give you all the thrills you can handle and then some. Here's real family entertainment in one set.

The layout is 4x8 ft. long, with over 35 feet of real slot track the complete brand new models, powered by a 12 volt Stromberker motor ready to go . . the pistol-grip controls put you right in the driver's seat with a real feel of the road. Set includes straight, curved track, fencing, terminal track, lane change track, power-pack cars, racing controls, overpass supports, locking lugs, instructions. Ul Listed.
46 T 8153—Shipping wt. 14 lbs. 4 oz. Set **$33.99**

WARDS LOW PRICES ARE THE TALK OF THE TOWN

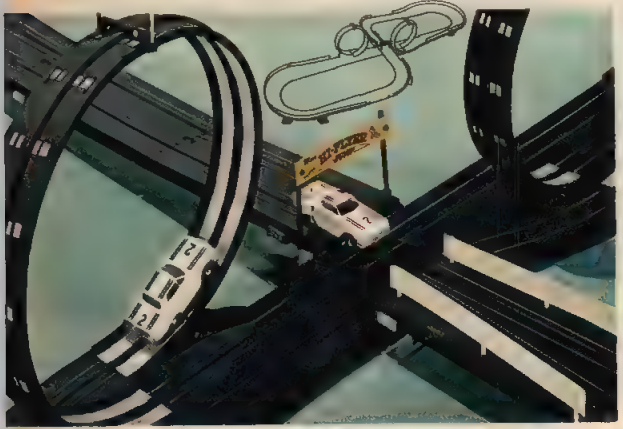
NEW! Expandable HO Terrain Road Race $24.99

ANOTHER WARDS EXCLUSIVE . . a 1/87 (HO) scale beauty by Marx . . and it's completely landscaped!!! Colorful and authentic looking hills, dales, plains . . with 3 houses, 9 light poles, 8 trees and 16 road signs to warn of dangers ahead. All you have to do is clip the scenic panels together, add the signs, light poles and houses, and you're ready for hundreds of hours of real family fun. Layout is about 56x28 in. long. To expand layout, order extra panels at right.

What's *the* feature of this little beauty? It's completely adaptable. Each and every section of track fits into each and every other section . . you can't make any mistakes when you put it together . . and you can put it together in hundreds of different ways. The cars are two handsome models. Each car is about 2½-in. long, and powered by an exceptionally fast and powerful motor. The pistol-grip controls give you the power you need to beat your opponent. See Pg. 3 for folding road race board.

Complete set includes: cars, speed controls, power-pack, houses, signs, light poles, trees, 8 scenic track sections, instructions. Colors of cars may vary

48 T 8185 M—Set. Ship. wt. 10 lbs. **$24.99**
48T8187—BANKED CURVE (A). Ship. wt. 1 lb. 4 oz. **2.79**
48 T 8186—STRAIGHT (B). Ship. wt. 1 lb. 4 oz... **2.79**
48T8188—CHICANE "S" (C). Ship. wt 1 lb. 8 oz. **3.29**
48 T 8189—CURVED HILL (D). Ship. wt. 1 lb. 8 oz. **2.99**



Wards Super Double-Loop Road Race

$19.99

THE DOUBLE-LOOP ROAD RACE by Marx . . one of the most exciting races made. For those who are looking for something special in model road racing—this is the set that has everything! You get two finely detailed 1/87 (HO) scale model Ford Thunderbirds, one blue, one red, that are ready to zip around this layout at scale speeds of up to 500 mph. And what a layout . . about 6 ft. long, 33 in. wide, with over 16 feet of track, it has two banked curves for extra speed and excitement . . double loops which really test the skill and daring of any driver . . you have to accelerate to just the right speed to make it —then let off on the gas so you don't fly off the track when you reach the bottom . . then there's the Hi-Flyer jump that must be made . . all in all, you get plenty of thrills, spills and fun . . enough fun for the whole family. Complete set includes: cars, pistol-grip controls, track, power-pack, instructions. For additional track, accessories, see below. Colors may vary. See Pg. 3 for folding road race board.

48 T 8183 M—Ship. wt. 7 lbs... .....**$19.99**

Wards Deluxe Matterhorn

By Marx

DELUXE MATTERHORN 1/87 (HO) SCALE RACING SET. Over 26 ft. of track, with double loops, scenic mountain background, exciting mountain jump. Cars about 2½-in. long. For additional information and large illustration, see Page 3.

48 T 8184 MX—Ship. wt. 10 lbs.. **$19.99**

HO Accessories by Marx

48 T 8149—FORD THUNDERBIRD. Ship. wt. 4 oz. . . **$2.99**
48 T 8150—CHEVY STING RAY Ship. wt. 4 oz. **2.99**
48 T 8191—PAIR OF STRAIGHT TRACK. Wt. 4 oz. . . . **98c**
48 T 8192—PR. OF CURVED TRACK, FENCE. Wt. 12 oz. **$1.29**
48 T 8193—PAIR OF CRISSCROSS TRACK. Wt. 7 oz. **1.49**
48 T 8195—LAP COUNTER OR TRACK. Ship. wt. 4 oz. **1.39**

The cars listed above will run on any 1/87 (HO) set. The tracks and accessories listed above are exclusively for Marx Road Races. Track will not work on Panel Set.

DARE DEVIL "Trik-Trak"

The Trik is in the Trak! Battery-powered racer runs from section to section . . needs no connecting track pieces or transformers.

33 Pieces $9.99 With Battery

FOUR EXCITING ACTION CLOSE-UPS show daring new racing feats. (A) Teeter totter trick creates see-saw action. (B) Car smashes into log barricade. (C) Somersault flip-track makes car somersault and land on wheels. (D) Plastic house "explodes" as car passes through

15 plastic track pieces form many patterns. Battery-operated car follows the route you set. Run the track under the furniture or from room to room. Change layouts even while the action is on. Colorful scenery props add realism.

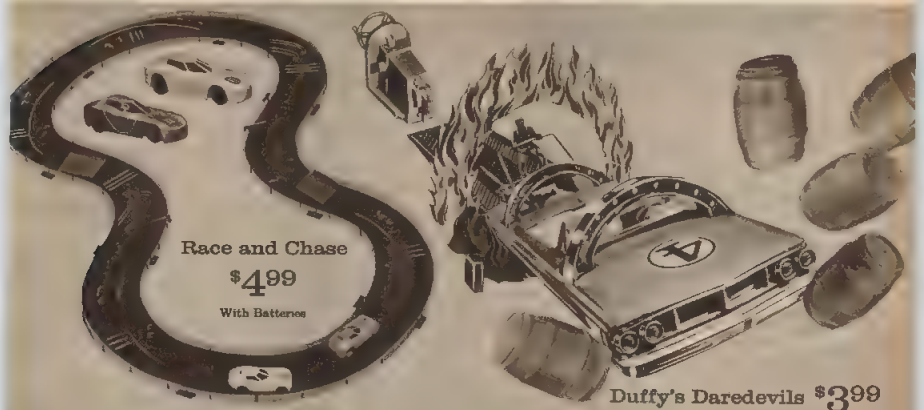
6½ in. "swordfish" car made of high-impact plastic. 1 "C" battery included

33-Pc. SET. Also includes 2 pieces of straight track and 2 curved sections not shown above
48 T 9722 MO—Ship. wt. 5 lbs. 15 oz. SET $9.99

23 Pc. SET. Has 12 pieces of track, car with battery, scenery. No stunts included
48 T 9723—Ship. wt. 3 lbs. 12 oz. . . . SET $5.99

18-Pc. SET like above but has 9 pieces of track. Car includes battery. No stunts or scenery.
48 T 9724—Ship. wt. 2 lbs. 3 oz. SET $3.99

EXTRA CAR. Needs 1 "C" battery, order Pg. 354.
48 T 9812 Ship. wt. 8 oz. . . . . EACH $1.99



SLEEK BATTERY-OPERATED RACER speeds ahead until built-in obstacles—rocks, crevices, etc.—slow it down and other car passes it. High-impact plastic cars use 2 "AA" batteries each (incl.). Cars 4 in. long. 8 track sections combine into different layouts. Overall length 53 in.
48 T 9721 M Ship. wt. 3 lbs. 8 oz. $4.99

CHILLING, THRILLING DUFFY'S DAREDEVILS. Power-up car by cranking the turbo-matic launcher. Touch the button and it's off—down the straightaway, up the ramp and over! The aiming ramp directs car's course . . It flies through the "hoop of fire" . . crashes into plastic barrels. "Bounce-back-balance" puts car on its wheels again. For speed demon racing remove ramp—Daredevil whooshes down straightaway. All pieces high-impact plastic. Plastic racer is about 8 in. long
48 T 2681—Ship. wt. 2 lbs. 8 oz. $3.99

Pan American Cargo Jet

1 REMOTE CONTROL PAN AMERICAN CARGO JET . . . looks just like the real ones. Plane whines forward with realistic jet sound and with jet pods lighted. It stops, cargo door opens and closes; press control button and it goes on its way again. Two cargo containers included. About 13¾x6x15 in. long overall.

48 T 9966—Ship. wt. 2 lbs. 4 oz. 2 *"D" batteries are included*. $3.99

727 Jet

2 COLORFUL 727 JET PLANE. Motors make real jet sound while lights flash in jet pods. Plane moves straight across the floor or goes in circles. Mystery "stop-and-go" action. Sturdy metal body abt. 15½ in. long, wing span abt 12 in. 2 *"D" batteries are included*

48 T 9728—Wt. 1 lb. 14 oz. . $2.99

Racer Plane

3 "GRASSHOPPER" RACER PLANE. Rev up the friction motor, let 'er go . . . watch this flashy plane zip along the floor as propeller whizzes around. Sturdy metal construction with smoothly rounded edges; colorful lithographing. Fuselage about 13 in. long; wing span 15 in.

48 T 9944 Ship. wt. 13 oz. . . . $1.89

Thunderbird

4 REMOTE CONTROL FORD THUNDERBIRD just like ones you see on the highway. Retractable steel top raises and disappears into trunk automatically. Operates by remote control—forward, backward, right or left. Steel body, abt. 11 in. long. 2 *"D" batteries incl.* Wt. 1 lb. 14 oz.

48 T 9731 . . . . . $3.19

Ambulance

5 SEND THIS AMBULANCE speeding to the scene of the accident with siren blaring and emergency light twirling. Also goes in reverse, right or left by remote control. Stretcher moves in and out. Sturdy white metal body, abt. 11 in. long. 2 *"D" cell batteries are included.* Ship. wt. 2 lbs. 1 oz. . .

48 T 9729 . . . . . $3.99

Stingray

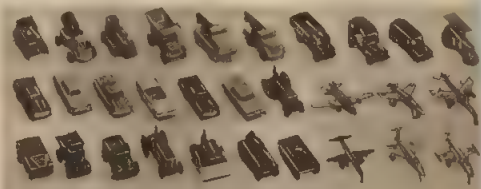
6 REMOTE CONTROL STINGRAY . . . a highly detailed model of Chevy's racy sportscar. Make it go forward or reverse with headlights shining brightly . . . sound the horn . . all by remote control. Colorful high impact plastic body is abt 8½ in. long. 2 *"D" batteries are included.* Ship. wt. 1 lb. 4 oz.

48 T 9732. . . . . $2.39

Order Replacement Batteries Now . . . See Page 354 for complete selection.

7 OLD TIME "FLIVVER" has a rollicking, shaking action as it moves along. Four fenders and engine move up and down when car goes forward or reverse. Operates by remote control, has bright, shining headlights and realistic driver. Sturdy, high impact plastic in lively colors. Abt. 8½ in. long. Wt. 1 lb. 7 oz.

48 T 9730—2 *"D" batteries included.* $3.49



Set of 30 Miniature Vehicles $1.89

8 THIS BIG SET includes colorful, miniature reproductions of all kinds: Army tanks, trucks, cannons, cars, tractors and planes. Moving wheels and parts. Die-cast metal, finished in enamel. Each about two inches long.

48 T 1375—Shipping weight 1 lb. 8 oz. . . . . .Set $1.89

Shop Early . Phone Early. See Page 392.

COASTER WAGONS
RADIO STEEL

Town and Country

The strongest and finest hardwood stake wagon made. Front and back edges of bottoms are beveled for smooth stake fit. Recessed tie rods for safety and appearance

New Fit-Grip handle. Redesigned "Sports-flair" steel hub caps are brightly plated.

Congo graphite bearings with steel sleeve support never need oiling. Brightly plated nuts, bolts, tie rods and stake brackets for rust protection and sales appeal.

Exclusive design 10x1.50 in. puncture-proof semi-pneumatic tires. Natural finish wood body, Seminole Red stakes.

Body in.	Wt each, lbs.
38x18x10	42

Stock No.	Mfg.No.	Each
488–353	24	$ 22.95

One in a carton

COASTER WAGONS
RADIO STEEL

Radio Chief

A steel stake wagon with patented interlocking panels for extra capacity. The original steel stake wagon.

New safest Fit-Grip handle. Redesigned "Sports-flair" steel hub caps are brightly plated.

Congo graphite bearings with steel sleeve support never need oiling. Solid steel axles.

Exclusive design puncture-proof 10x1.50 in. tires. Fire Engine Red baked enamel finish, Cloud White wheels, blue trim.

Body, in.	Depth, in. With stakes	Depth, in. Without stakes	Wt. each. lbs.
36x17½	8½	4½	38

Stock No.	Mfg.No.	Each
488–122	19	$ 17.95

One in a carton

COASTER WAGONS
RADIO STEEL

Radio Super

Husky construction featuring "fifth wheel" construction and solid steel axles. New rolled under flange edge for distinctive styling. Safe, smooth corners

New Fit-Grip handle beautifully engineered for safety. Redesigned "Sports-flair" steel hub caps are brightly plated.

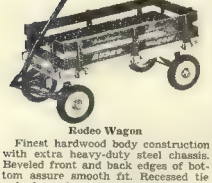
Graphite bearings with steel sleeve supports never need oiling.

Exclusive design puncture-proof 7x 1.25 in. tires. Fire Engine Red baked enamel finish, Cloud White wheels.

Body, in.	Wt each, lbs
28½x13½x3⅝	18

Stock No.	Mfg.No.	Each
488–106	9A	$ 8.49

One in a carton



Rodeo Wagon

Finest hardwood body construction with extra heavy-duty steel chassis. Beveled front and back edges of bottom assure smooth fit. Recessed tie rods for safety and good looks.

New Fit-Grip handle. Redesigned "Sports-flair" steel hub caps are brightly plated.

Congo graphite bearings with extra steel sleeve support never need oiling. Brightly plated stake brackets, tie rods, nuts and bolts for rust protection and sales appeal.

Exclusive design 7x1.25 in. puncture-proof tires. Natural finish wood body, Seminole Red stakes.

Body, in.	Wt each, lbs
30x15½x7½	25

Stock No.	Mfg.No.	Each
488–551	12	$ 14.95

One in a carton

Radio Flyer

World's most popular wagon, the standard for quality and durability. One-piece all-steel body has safe, rolled-under flange edge.

New Fit-Grip handle. Redesigned "Sports-flair" steel hub caps are brightly plated.

Congo graphite bearings with steel sleeve support never need oiling. Solid steel axles

Exclusive design puncture-proof 10x 1.50 in. tires. Fire Engine Red baked enamel finish, Cloud White wheels.

Body in.	Wt each, lbs.
36x17⅞x4½	32

Stock No.	Mfg.No.	Each
488–114	18	$ 13.95

One in a carton

Radio Tot

Small in size but a giant in value. All-steel one-piece body with new, rolled-under flange edge. Smooth wrinkle-free corners.

5 in. wheels have ½ in. solid rubber tires. Fire Engine Red baked enamel finish, Cloud White wheels

Body, in.	Wt each, lbs.
20½x11x3	41

Stock No.	Mfg.No.	Each
488–098	7	$ 3.49

One in a three-color self-service box,
Six in a carton

CASTING LURES

"RAFINA" LURES

Rafina lures swim with a life-like motion. Colors are permanently sealed with a tough coating of balsalite that is reflective and crystal clear. A proven design in Finland and Scandinavian countries.

Length, 4". Two hooks.

*735 944) 1504S - Silver
*736 025) 1504G - Gold
*736 082) 1504B - Blue

Length, 5". Three hooks.

*736 124) 1505S - Silver
*736 264) 1505G - Gold
(737 205) 1505B - Blue

Order by no. Retail, $1.50 . . . . .Ea, ZY
12 in a box

PALSA SILVER FISH

Palsa silver fish spin-casting bait imported from Finland. Pike and bass have shown a definite weakness for this bait.

(517 599) 1-OR - ⅛-ounce size. Silver sides, orange back
Retail, $1.35 . . . . . Ea, AD
12 in a box

EPPINGER'S DARDEVLE

Weight, ⅛ oz. Size, 1⅞"x⅝".

	Inside	Outside
D 439 513) 809 - Copper	Red-white stripe	
D 439 554) 813 - Nickel	Green-red stripe	
D 439 539) 816 - Nickel	Red-white stripe	
D 439 570) 827 - Nickel	Orange bk. spot—red chunk	

Order by No. Retail, 85¢ . . . . . .Ea, BD

(Crystal)

D 439 919) 804 - Pearl	Pearl	
D 439 935) 805 - Gold	Gold	
D 439 950) 806 - Copper	Copper	

Order by No. Retail, 95¢ . . . . . .Ea, BL

Weight, ¼ oz. Size 1⅝"x⅜".

D 439 596) 902 - Nickel	Black-white stripe	
D 439 612) 909 - Copper	Red-white stripe	
D 439 653) 910 - Nickel	Red-white stripe	
D 439 679) 913 - Nickel	Crackle-frog	
D 439 638) 916 - Nickel	Red-white chunk	

Order by No. Retail, 95¢ . . . . . .Ea, BL

(Crystal finishes)

D 439 851) 904 - Pearl	Pearl	
D 439 877) 905 - Gold	Gold	
D 439 893) 906 - Copper	Copper	

Order by No. Retail, $1.05 . . . . . .Ea, EN

Weight, ⅜ oz. Size, 2¼"x⅞".

D 439 737) 209 - Copper	Red-white stripe	
D 439 752) 222 - Nickel	Nickel	
D 439 695) 224 - Copper	Copper	
D 439 711) 232 - Nickel	Blue herring scale	

Order by No. Retail, $1.10 . . . . . .Ea, EX

Weight, ½ oz. Size, 2⅞"x1⅛".

D 439 778) 102 - Nickel	Black-white stripe	
D 439 794) 103 - Copper	Black-white stripe	
D 439 810) 109 - Copper	Red-white stripe	
D 439 836) 116 - Nickel	Red-white stripe	

Order by No. Retail, $1.25 . . . . . .Ea, LB
12 in a carton

AQUA SPOONS

Nebco. Spoons for bait casting, trolling, spinning and fly rod fishing. Nickel plated hooks.

Weight, 1/44 ounce. Length, 1¼". . No. 8 treble hook.

Retail, 20¢

D 614 164) 884RWN - Red and white
D 614 347) 884BWN - Black and white
D 614 420) 884N - Nickel finish
D 879 742) 884B - Brass finish

Order by number . . . . . Each, DO

Weight, ¼ ounce. Length, 2". No. 6 treble hook.

Retail, 20¢

D 614 040) 883RWN - Red and white
D 614 065) 883BWN - Black and white
D 614 123) 883N - Nickel finish
D 879 767) 883B - Brass finish

Order by number . . . . . Each, DO

Weight, ⅜ ounce. Length, 2¼". No. 4 treble hook.

Retail, 20¢

D 613 521) 882RWN - Red and white
D 613 729) 882BWN - Black and white
D 613 786) 882N - Nickel finish
D 879 783) 882B - Brass finish

Order by number . . . . . Each, DO

1 in an envelope, 12 in a box.

JOHNSON'S SILVER MINNOW

The Johnson Silver Minnow is especially constructed for fishing in weedy waters, among lillies and bullrushes. Will not spin and gather weeds, but wiggles through. The weed guard is entirely different from any other—will not interfere with hooking the fish, but will help to keep him hooked should he get a slack line. Its fast wiggling motion and its silver color makes it a perfect imitation of a live minnow.

Silver Finish.

	Wt. Oz.	Lgth. Ins.	Hook Size	Retail	Ea
D 112 300) 1010	1/24	1⅛	5	$1.25	LB
D*800 581) 1110	¼	2¼	3/0	1.50	ZY
D 112 342) 1210	½	2½	4/0	1.50	ZY
D 112 367) 1310	¾	3	6/0	1.50	ZY

1 in a box. 12 in a display box.

#2 12/15/64

CASTING LURES

Weedless spoon. Non-tarnish silvertone finish
(512 939) W3BS - 2⅝" blade . . .
Retail, **89¢** . . . . . **Ea, BX**
12 in a box

Twin mitts–rockets with silvertone blades
(512 954) 5300-1 - ⅜-ounce size. Brass bodies. Retail, **89¢** . . . . . **Ea, BX**
12 in a box

Twin winsters. ¼ ounce size
(512 970) SP44-4 - One white-black dots and one yellow-black dots.
(512 996) SP44-3 - One yellow - black dot and one orange.
Order by no Retail, **89¢** . . . . . **Ea, BX**
12 in a box

BLISTER PACKED BAITS

A selected group of plugs blister packed on a card to create fast-impulse sales.

Paradise popper w skirt, ⅜ ounce size
(513 051) 815-2 - Black dragon finish
(513 077) 815-3 - Country frog finish
Order by no. Retail, **89¢** . . . . **Ea, BX**
12 in a box

Flat-head plug, spreader hooks
(513 036) 806-3 - Orange body, black dots
(513 010) 806-4 - Frog
Order by no. Retail **89¢** . . . . . **Ea, BX**
12 in a box

"Swanee" deep runner. ⅛-ounce size
(513 093) 857-2 - Black body, white shadow
(513 119) 857-3 - Yellow perch
(513 135) 857-4 - White belly frog
Order by no. Retail, **89¢** . . . . . **Ea, BX**
12 in a box

Frantic-Antic bass killer, a top water plug
(513 150) 860-2 - Black dragon
(513 176) 860-3 - Yellow perch
(513 192) 860-4 - White belly frog
Order by no. Retail, **89¢** . . . . . **Ea, BX**
12 in a box

BRAND NEW from RAY line™ MARK 'EM

SHOOTING GUNS and MARKING PLAY BULLETS

The MOST revolutionary concept ever devised for toy guns

See the complete MARK 'EM LINE . . .

RAY PLASTIC INC. • Winchendon Springs, Mass.

SHOWING ONLY at 200 FIFTH AVE. BLDG. ROOM 311

200 Fifth Avenue, New York

Come Alive!

You're in the swingin' generation with Sears own

Fully Transistorized Record Player

Leather-look plastic case goes everywhere in style

$19.66

Electronic amplifier and top-mounted speaker fill the room with lively music. Tone control and volume control let you tune in the sound you like best. Dual, permanent-type synthetic sapphire needle and high-gain crystal pick..p to g ve you the truest tones. Tone arm balanced and turntable rubber cushioned to assure "kid-glove" treatment for all your 16, 33⅓, 45 and 78 RPM records. Super-silent motor. Break-resistant polypropylene case 14x13x7 inches.

49 N 680—Shpg. wt. 7 lbs. 10 oz. $19.66

plus 5 Hit Records . . all big names, all teen favorites

Wow! Wait till you hear these 45 RPM discs cut by Herman's Hermits, Dion, The Beatles, Gene Pitney and The Four Seasons . . all included with above phonograph.

NOTE: Both phonographs on this page UL listed for 110–120 volts, 60 cycle A.C.

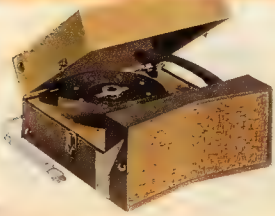
THE BEATLES

GENE PITNEY

HERMAN'S HERMITS

DION

THE FOUR SEASONS



Instant play . . no warm-up needed . . 4-speed, solid state Portable Phonograph

Fully transistorized so there are no tubes to replace. **Full-range sound** delivered by front-mounted speaker

$23.99

Set the Dial-O-Matic speed selector to play any 16, 33⅓, 45 or 78 RPM record. Heavy-duty amplifier, high-gain crystal pickup and permanent type synthetic sapphire needle to give you a true, clear tone. Volume and tone control knobs let you set the sound to get ear-pleasing music that you and your friends like best.

Precision tone arm with flip cartridge expertly balanced for delicate record treatment. Whisper quiet motor. Scuff-resistant pyroxylin-coated case elegantly styled in yellow and sandalwood shades. Smart inverted-design front-mounted speaker. Case 14x13x6 inches high.

79 N 672C—Shipping wt. 10 lbs. $23.99

No Money Down on anything Sears sells

REMCO INDUSTRIES, INC.

ELECTRIC RADIO STATION

Sound powered microphone, receivers send and receive messages. 20 feet of wire, operates on 2 "D" batteries. (batteries not included)

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-722	101	18 lbs.	$ 8.00

Six in a carton

CRYSTAL RADIO SET

Sensitive fixed crystal. Build your own private radio set. Durable plastic cabinet. Hi-impedance head phone. Sensitive crystal. Tuning coil, all other parts included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
488-213	106	21 lbs.	* $5.00

Twelve in a carton

TRANSISTOR RADIO

This transistor powered set makes radio tubes obsolete. Beautiful pre-assembled plastic cabinet, sensitive station tuner, regulation head phone, battery, diode detector and transistor amplifier.

Stock No.	Mfg. No.	Wt. per ctn.	Each
488-221	107	14 lbs.	* $8.00

Six in a carton

TRANSISTOR RADIO BROADCAST KIT

Professional radio set. 18-inch plastic cabinet. 4-inch Alnico loudspeaker broadcast microphone headset. Three batteries included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
491-035	108	15 lbs.	* $11.00

Four in a carton

FIRE BIRD-99

Dashboard with ignition key to switch off and on. Motorized windshield wiper. Directional signals, horn and etc. &c operates on two-D-flashlight batteries (Less Batteries)

Stock No.	Mfg. No.	Wt. ctn-	Each
474-734	209	13 lbs.	* $ 8.00

Four in a carton

JOHNNY REB CIVIL WAR CANNON

Shoots the cannon ball up to 35-feet- Comes complete with six cannon balls, tow rope; flag and loading ramrod- Cannon measures, 30 x 12¾ x 11¼-inch.

Stock No.	Mfg. No.	Wt. ctn-	Each
469-502	310	28 lbs.	* $ 12.00

Four in a carton

WALKIE-TALKIE

Two electric magnetic receivers, soft molded earpieces, 25 feet of wire.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-730	311	5 lbs.	$ 5.00

Six in a carton

SHORT RANGE BAZOOKA

Fires harmless polyethylene rocket up to 20-feet - Complete with 2 rockets, 36-inches long-

Stock No.	Mfg. No.	Wt. ctn-	Each
468-033	312	15 lbs-	$ 1.80

Twelve in a carton

LONG RANGE BAZOOKA

Fires harmless polyethylene rockets 30-feet, complete with three rockets- exploding pill box - Length, 39-inch-

Stock No.	Mfg. No.	Wt. ctn-	Each
477-117	315	27 lbs-	$ 6.00

Six in a carton

REMCO INDUSTRIES, INC.

GRENADE RIFLE

Shoots grenades 25_feet, two soft plastic grenades. 38_inches long.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–112	324	12 lbs.	$ 3.00

Twelve in a carton

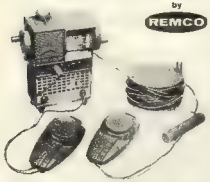
OKINAWA GUN AND BANDOLIER

39_inch gun on Bi_pods. 5, soft plastic shells.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–179	325	37 lbs.	$ 7.00

Six in a carton

COMBAT FIELD PHONES



Complete with signal generator, reel, 20_feet of wire and two electro-mag_netic phones, two _D_cell batteries. Less batteries.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–203	326	15 lbs.	$ 8.00

Six in a carton

WALKIE_TALKIE

Sound travels through 15_feet of tubing. Plastic.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–237	328	5 lbs.	$ 1.00

twelve in a carton

BOOBY TRAP AND LAND MINE

Trip cord release bomb 8_feet into air, fires cap.

Stock No.	Mfg. No.	Wt. ctn.	Each
476–234	334	13 lbs.	$ 1.29

Thirty-six in a carton

CAMOUFLAGE LEAN_TO

Camouflage_lean_to with four stakes, two posts, rope and vinyl cover.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–252	335	40 lbs.	$ 3.50

Twelve in a carton

PISTOL AND HOLSTER

Explodes caps and rocket, grenades, 30_feet. Holster - clips on belt.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–385	337	22 lbs.	$ 3.98

Twelve in a carton

PARACHUTE GRENADE

Fires caps on impact.

Stock No.	Mfg. No.	Wt. ctn.	* Each
475–749	346	10 lbs.	$ 1.29

Twenty-four in a carton

Now a Jeep and a Truck that climb like tanks . . because they have Climb Action Traction

Mammoth Truck climbs up and over obstacles . . "engine" growls . . motorized winch raises, lowers

Fat Cat by Remco

$8.97 without batteries

Flick a lever, and the "Fat Cat" roars into action. Giant-size wheels with Climb-Action-Traction really gr-rrr-ipp the ground . . truck climbs over rough terrain just like a tank. Winch is great for towing other toys. Removable canopy allows transporting of big blocks or cars. Low or high speeds; forward or reverse gears. Plastic and metal. 34 inches long with boom extended. Van, 10 in. wide. Order 4 "D" batteries below.

79 N 5829C—Shipping weight 11 pounds. $8.97

79 N 4660—"D" Battery. Shpg. wt. each 4 oz. . . Each 16c; 4 for 60c

Powerful Jeep claws its way up and down hills . . over rough ground

Tiger Cat by Remco

$3.99 without batteries

Climb-Action-Traction makes the "Tiger Cat" climb just like a tank. As she travels, motor purrs and fan spins. Plastic and metal with shiny-as-chrome 4-barreled carburetor, valve covers, hub caps and exhaust. 14 in. long. Order 2 "D" batteries below.

49 N 5830—Shpg. wt. 2 lbs. 10 oz. $3.99

$6.99 without batteries

Built-in record plays realistic battle sounds . . Cannon-firing Tank goes forward or backward

Push button on tank's turret, and hear the clash and roar of a battle-ground. Turn switch, and watch the tank rumble into action. Goes forward or backward. Heavy cannon fires rapidly. Metal and plastic. 14½ in. long. Order 3 "D" batteries.

49 N 5651 Shipping weight 2 lbs. 3 oz. $6.99

BIG CAT by Ideal

$6.99

Barrel retracted

Enemy tank ahead. But you're ready . . extend cannon to full 35-inch length, fire plastic shells for direct hit

The Big Cat is a toy that signals big fun for military play. Strong and swift, it stalks the battlefield with its retractable barrel ready to shoot. It's cocked automatically, so all you do is adjust elevation, open breech, load shell and casing, and fire. With 3 shells, 2 casings. Plastic. Allow 10 lbs. postage per postal regulation. $6.99

79 N 5875L . . . . . .

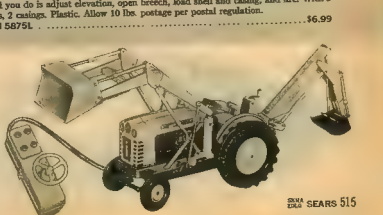
You decide what this Tractor should do . . it performs 9 exciting actions by remote control

$7.79 without batteries

Send it rumbling forward. Make it stop in its tracks and back up. Steer it. Lift and lower the blade. It's amazing. This 29-inch scale model of the big Ford industrial tractor even has pistons that light up and hand-operated earth scoop in back that picks up dirt, raises it and dumps it. Rugged heavy-gauge enameled steel. From Japan. Order two "D" batteries.

49 N 4251—Shipping weight 3 pounds 10 ounces. $7.79

49 N 4660—"D" Battery. Wt. each 4 oz. . . . . Each 16c; 4 for 60c



Buddy L big 18-inch steel Transport hauls 4 horses to their own corral $4.99

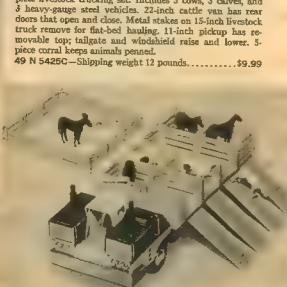
Guide your stallion, mare and 2 colts up the loading ramps at side and rear of transport. Interior stalls comfortably shelter them from bumps and the weather during trip. Bright maroon transport is heavy-gauge steel. Clear plastic bubble-top window lets you check on horses. At end of trip, lead the horses into 6-piece plastic corral for safekeeping.
49 N 5548—Shpg. wt. 5 lbs. 4 oz. . . $4.99

Move cattle with Transport, Truck, Pickup $9.99

Haul animals to ranch and shipping stations with this complete livestock trucking set. Includes 3 cows, 3 calves, and 3 heavy-gauge steel vehicles. 22-inch cattle van has rear doors that open and close. Metal stakes on 15-inch livestock truck remove for flat-bed hauling. 11-inch pickup has removable top; tailgate and windshield raise and lower. 5-piece corral keeps animals penned.
49 N 5425C—Shipping weight 12 pounds. $9.99

Marx 26-piece Rancher Set $2.97

Heavy-gauge steel trailer-truck transports 19 assorted farm animals, including cows, lambs, goats and dogs. Handy back ramp for easy loading. 5 sections of plastic fencing lock into a ranch-style corral. Truck is 17 inches long.
49 N 5609—Wt. 2 lbs. 9 oz. $2.97



Transport with 8 stock pens $3.95

Truck carries 8 animals . . each in its own corral. Removable railings in center and on one side. Ramps store behind cab. Pen, ramps, corral and animals of molded plastic. 14-inch enameled steel truck. Friction motor. From Japan.
49 N 4234—Shipping weight 3 pounds 9 ounces. $3.95

Structo Riding Academy pickup, hauler, corral $3.99

Convertible pickup truck has removable top and side doors. Windshield and tailgate raise and lower. Horse trailer has rear ramp. Includes 3 horses, 3 colts, 5-piece corral. Pickup and trailer of heavy-gauge steel, 20 in. overall.
49 N 5529—Shpg. wt. 4 lbs. $3.99

Farm-to-market Livestock Truck $3.87 without batteries

Carry animals to market in 12-in. plastic and metal truck that turns away from obstacles. Chicken "crows"; cow "moos." Order 2 "D" batteries below. From Hong Kong.
49 N 5549—Shpg. wt. 2 lbs. $3.87
"D" Battery. Shpg. wt. ea. 4 oz.
49 N 4660. . . Each 16c; 4 for 60c

Let's go camping and boating $4.99

Candy-striped camping truck about 12 in. long. Has fold-away tent, built-in refrigerator and sink. Fold-out seat converts to bed. 9-inch plastic inboard boat with plastic trailer.
49 N 5593—Shipping weight 3 pounds 8 ounces $4.99

SAVE THIS CATALOG

. . . you can order toys on pages 441 to 471 from now until Sept. 1, 1966

Tiny Tears has rockabye eyes—rock her and watch her eyes, they slowly close as she goes to sleep!

1 TEENY TINY TEARS is the cuddly lifelike baby doll that cries real tears, wets her diaper, drinks from a bottle, sleeps—and even blows bubbles! Her petal soft vinyl plastic skin loves a bath. Rooted, pale style saran hair is fun to shampoo. Pastel colored dress. 12 in. tall. Pacifier, bottle, bubble pipe are included.
X 921-7332 A—1 lb. 5 oz. 3.88

2 TEENIE WEENIE TINY TEARS. Rock-a-bye eyes. Cries real tears, drinks from a bottle, sleeps, wets just as her big sister Teeny Tiny Tears, does. Vinyl plastic body and rooted saran hair. Give her a bath, you can—she's washable, too. Includes pacifier, bottle. 9 in. tall. Pastel colored romper outfit.
X 921-7340 A Wt. 12 oz. 2.88

3 TEENY TINY TEARS AND TRUNK. She has her own special travel trunk. Includes "A"-line dress, panties, extra diaper, bendee dressed doll, bottle, pacifier and bubble pipe.
X 921-7381 A—2½ lbs.. 7.77

4 BATH TIME.* Polka-dot bath robe and matching towel. Also a sponge and shampoo for Teeny Bottle, pacifier, pipe not inc.
X 921-3489 A—Wt. 6 oz.. 2.37

Same, but for Teenie Weenie [2].
X 921-3497 A—Wt. 4 oz. 1.57

5 TRAVEL TIME.* Teeny keeps warm in her set of knitted sweater, leggings, and bonnet. With "magic" sponge and shampoo. Bottle, pacifier, pipe not included.
X 921 3463 A—Wt. 6 oz. 2.37

Same, but for Teenie Weenie [2].
X 921 3430 A—Wt. 4 oz. 1.57

6 SUNDAY BEST.* Teeny loves to dress up in her cotton frock and bonnet, panties. "Magic" sponge and shampoo. Bottle, socks not included.
X 921-7357 A—Wt. 6 oz. 2.77

Same, but for Teenie Weenie [2].
X 921-7365 A Wt. 5 oz. 1.57

*Dolls not included. Costumes from Japan.

Talking cradles include dolls!

7 17 IN. TINY TEARS IN TALKING CRADLE. Just slip in record—you'll hear nursery rhymes, prayers, lullabies. Includes doll in pajamas, bunting, mattress and cover, bottle, pacifier, bubble pipe, 6 records.
X 921 7399 A—5 lbs. . 16.88

Same, but talking cradle, mattress, cover, and 6 records only (no doll).
X 921 7407 A -2½ lbs. 9.88

8 12-IN. TEENY TINY TEARS IN TALKING CRADLE. You'll listen to many lifelike phrases. Cradle has white mattress cover. Doll in pajama set and bunting. Includes 6 records, bottle, pacifier bubble pipe. 2 lbs. 12 oz.
X 921-7415 A 14.88

12 in. Talking Cradle. As above, but without doll and bunting.
X 921-7423 A—2 lbs.. . 8.88

8.99
17" doll and layette

Tiny Tears

"Which pretty outfit shall I wear today?"

TINY TEARS AND LAYETTE. 17-in. favorite with rockaby eyes. She cries real tears, drinks, wets, sleeps, and blows bubbles. Includes a pretty party dress, plus an adorable playsuit with a bow in the back, matching elasticized panties, socks, and booties. Bottle, pacifier and bubble pipe too. All for such a low price!
X 921 7373 A—Shpg. wt. 4 lbs. 8.99

SAVE THIS CATALOG—order toys till Sept. 20, 1966

SNUGGLEBUN 7.88

1 **SNUGGLEBUN, BOTTLE WARMER, LAMP** Snuggles and sighs, "mommy, mommy" and snuggles up to you. Baby doll has soft vinyl body with permanent sleep eyes, rooted hair. With her warming base, bottle warmer with night light and signal when milk is ready. Lamp is ready to turn the doll's moving eyes. Dressed baby's 2-piece pajamas. Needs 2 D batteries (not incl.) see pg. 372

X 921 8017 A Set. Shpg. wt. 3 lbs. 5 oz. 7.88
X 921 8025 A Doll only. Shpg. wt. 2 Lbs. 5.88

Dolls and bath set 5.99

2 **TWO DOLLS AND COMPLETE BATH SET.** Delightful set for imaginative bath time play. Two 12-inch dolls, 16-piece bath set. Have the time of their lives in the bathtub. Wash baby's hair, then dry it with the towel. Baby loves water. Bubble bath, comb, brush, mirror, mother's apron, diaper, diaper pail, bucket. Rooted hair, painted arms, legs.

X 921 8041 A—Shipping weight 2 lbs. 4 oz. 5.99

Sandy's nursery 5.88

3 **BABY SANDY AND HER NURSERY SET** Sandy's mother is playing in her nursery. 12-in. cradle is fun to play on, and 8x9-in. blanket and bedclothes complete the set. Plastic. An 11-inch baby doll, plastic body, soft vinyl head and arms, baby with moving eyes, rooted hair, painted features.

X 921-8058 A—Shipping weight 4 lbs. 4 oz. 5.88

2 5.99

3 5.88

4

Musical cradle & doll 7.88

4 **MUSICAL CRADLE AND DOLL OUTFIT** As cradle rocks, baby is lulled to sleep by soft strains of "Rock-a-bye Baby." 14-in. doll has moving arms, legs, eyes. She's 5 inches tall when baby dressed in cotton flannel pajamas and hat. Vinyl head, arms; hard plastic body, legs. With cradle: Pink blanket and pillow. Bottle and rattle. Musical. Runs

X 921-8033 A—Shipping weight 3 lbs. 4 oz... 7.88

Baby Brite® doll 11.88

5 **BABY BRITE NURSERY OUTFIT.** Baby Brite has everything a baby could ask for in this nursery set: plastic baby tender with dish and spoon; plastic baby bath with towel, sponge, drain plug; and plastic crib with pink mattress for naps. Baby Brite is 13½ in. tall, has smooth vinyl head, vinyl body, molded hair, eyes that open and close, she walks. Pull pull ring. Press button, she raises her arms or turns her head and closes her eyes for sleep.

X 921 3802 A Shipping weight 5 lbs. 3 oz. 11.88

UNION STATION

Magnetic, powered by wands under table. Complete station with train cars, people, autos and bus.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-896	672	30 lbs.	$ 7.00

Six in a carton

MAGIC SET

Nine sensational tricks to captivate every audience.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-904	701	8 lbs.	$ 5.00

Four in a carton

U.S. ARMY BULLDOG LIGHT TANK

13–1/8 inches long. Fires projectiles automatically from remote positions. Operates on two D– batteries. Less batteries.

Stock No.	Mfg. No.	Wt. per ctn.	Each
488–411	706	11 lbs.	$ 6.00

Six in a carton

WHIRLEY BIRD HELICOPTER

'Copter rotors measure over 17 inches in diameter. Comes complete with 25 men, truck, jeep, tank, and artillery piece made of high impact plastic. Operates on two D size batteries. (Not included.)

Stock No.	Mfg. No.	Wt. per ctn.	Each
476–747	712	18 lbs.	$ 10.00

Four in a carton

THE FIGHTING BATTLESHIP

Giant Warship, big powerful, action packed, rotating turret gun, remote gun fire control, electronic radio signals from bridge, catapult launches Jet plane 34–inches long, complete with 12 men - Jet plane, 12 shells and castings. 8, depth charges. Operates on two D-batteries. Less batteries.

Stock No.	Mfg. No.	Wt. ctn.	Each
475–889	728	23 lbs.	$ 10.00

Four in a carton

BARNEY'S AUTO FACTORY

Barney's Auto Factory has a real, moving, automatic assembly line that junior motor moguls can start and stop at the flick of the switch. They can assemble their own cars on a real motorized conveyer belt just like a factory in Detroit. Young master mechanics are supplied all the parts for three cars in sequence starting with the chassis, they snap or screw parts together until a complete new car comes to life right off the assembly line. Includes parts for 3 late model cars - chassis, axles, motors, bodies, front and rear bumpers, roofs with real windshields attached, steering wheels, tires, nuts, hub caps and screws — plus a screw driver, wrench and ramp 22½" long, 9" wide, 10" high. Operates on two "D" cell batteries (not included)

Stock No.	Mfg. No.	Wt. ctn.	Each
471–185	730	24 lbs.	$ 15.00

Four in a carton

FLYING STUNT PLANE

Flying plane with remote control, 13¼ inch wingspan. Runs on three D batteries (not included).

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-987	745	10 lbs.	$ 3.00

Twelve in a carton

TIGER CAT

Flick the switch and this jeep climbs its way over everything. 14 inches long. Runs on 2 D batteries, not included.

Stock No.	Mfg. No.	Wt. Ctn.	Each
486-183	747	16 lbs.	$ 7.00

Six in a carton

SEAPLANE

Electric motor, battery operated.

Stock No.	Mfg. No.	Wt. Ctn.	Each
486-266	750	13 lbs.	$ 2.00

Twelve in a carton

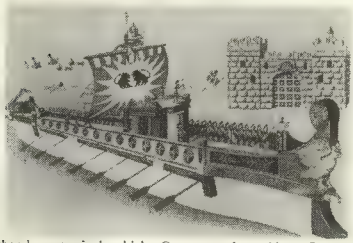
CASEY'S CAR WASH

14–inches long and comes complete with a car, tow–bar and Stand-up sign. Automatic–turn-crank and car is wet–down by no–mess water system.

Stock No.	Mfg. No.	Wt. ctn-	Each
468–306	521	18 lbs	$ 2.50

Twelve in a carton

BIG CAESAR

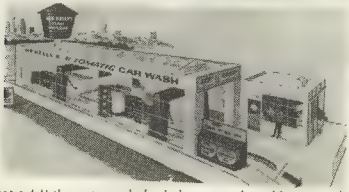


29–inches long, 17–inches high - Comes complete with 50–Roman soldiers, 2 horse-drawn-chariots and four catapults, 16 oars - Row by battery operated motor - Four –D–batteries, Not included - Includes Boat, Fortress, Armies & equipment.

Stock No.	Mfg. No.	Wt. ctn-	Each
468–389	721	25 lbs	$15.00

Four in a carton

MR. KELLY'S AUTOMATIC CAR WASH



Fully automatic, fill the water tank, hook the car on the cable, press the starter switch and you have a real automatic car wash - Comes complete with two cars and accessories, 27–inches long - Operates on two, D–batteries–Not included

Stock No.	Mfg. No.	Wt. ctn-	Each
468–413	723	17 lbs-	$10.00

Four in a carton

SEAVIEW SUBMARINE SET

Complete with 2 undersea divers, submarine and two torpedoes.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485–870	649	10 lbs.	$ 3.50

Six in a carton

MAGNETIC THIMBLE CITY

Magnetic powered. A complete city cars and people move by magnetic wand under table. 4–feet square.

Stock No.	Mfg. No.	Wt. ctn.	Each
471–151	670	33 lbs.	$ 9.00

Four in a carton

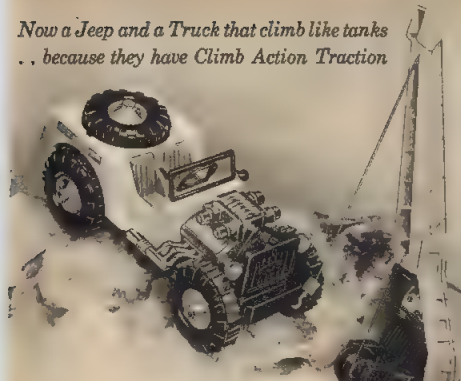
TURNPIKE GARAGE

Magnetic powered by wands under table.

Stock No.	Mfg. No.	Wt. ctn.	Each
471–169	671	35 lbs.	$ 5.00

Six in a carton

Now a Jeep and a Truck that climb like tanks . . because they have Climb Action Traction



Mammoth Truck climbs up and over obstacles . . "engine" growls . . motorized winch raises, lowers

Fat Cat by Remco

$8.97 without batteries

Flick a lever, and the "Fat Cat" roars into action. Giant-size wheels with Climb-Action-Traction really gr-rrr-ipp the ground . . truck climbs over rough terrain just like a tank. Winch is great for towing other toys. Removable canopy allows transporting of big blocks or cars. Low or high speeds; forward or reverse gears. Plastic and metal. 34 inches long with boom extended. Van, 10 in. wide. Order 4 "D" batteries below

79 N 5829C—Shipping weight 11 pounds.....$8.97

79 N 4660—"D" Battery. Shpg. wt. each 4 oz. Each 16c; 4 for 60c

Powerful Jeep claws its way up and down hills . . over rough ground

Tiger Cat by Remco

$3.99 without batteries

Climb-Action-Traction makes the "Tiger Cat" climb just like a tank. As she travels, motor purrs and fan spins. Plastic and metal with shiny as-chrome 4-barreled carburetor, valve covers, hub caps and exhaust. 14 in. long. Order 2 "D" batteries below.

49 N 5830—Shpg. wt. 2 lbs. 10 oz. $3.99

$6.99 without batteries

Built-in record plays realistic battle sounds . . Cannon-firing Tank goes forward or backward

Push button on tank's turret, and hear the clash and roar of a battleground. Turn switch, and watch the tank rumble into action. Goes forward or backward. Heavy cannon fires rapidly. Metal and plastic. 14½ in. long. Order 3 "D" batteries.

49 N 5651—Shipping weight 2 lbs. 3 oz.....$6.99

BIG CAT by Ideal

$6.99

Barrel retracted

Enemy tank ahead. But you're ready . . extend cannon to full 35-inch length, fire plastic shells for direct hit

The Big Cat is a toy that signals big fun for military play. Strong and swift, it stalks the battlefield with its retractable barrel ready to shoot. It's cocked automatically, so all you do is adjust elevation, open breech, load shell and casing, and fire. With 3 shells, 2 casings. Plastic. Allow 10 lbs. postage per postal regulation.

79 N 5875L.....$6.99

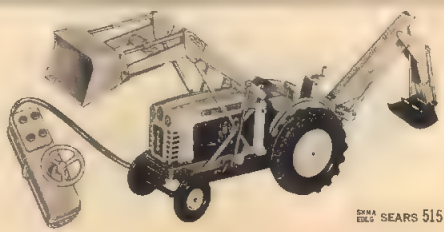
You decide what this Tractor should do . . it performs 9 exciting actions by remote control

$7.79 without batteries

Send it rumbling forward. Make it stop in its tracks and back up. Steer it. Lift and lower the blade. It's amazing. This 29 inch scale model of the big Ford industrial tractor even has pistons that light up and hand-operated earth scoop in back that picks up dirt, raises it and dumps it. Rugged heavy-gauge enameled steel. From Japan. Order two "D" batteries

49 N 4251 Shipping weight 3 pounds 10 ounces $7.79

49 N 4660—"D" Battery. Wt. each 4 oz. . Each 16c, 4 for 60c

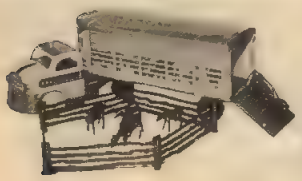


Buddy L big 18-inch steel Transport hauls 4 horses to their own corral $4.99

Guide your stallion, mare and 2 colts up the loading ramps at side and rear of transport. Interior stalls comfortably shelter them from bumps and the weather during trip. Bright maroon transport is heavy-gauge steel. Clear plastic bubble-top window lets you check on horses. At end of trip, lead the horses into 6-piece plastic corral for safekeeping.
49 N 5548—Shpg. wt. 5 lbs. 4 oz. . .$4.99

Move cattle with Transport, Truck, Pickup $9.99

Haul animals to ranch and shipping stations with this complete livestock trucking set. Includes 3 cows, 3 calves, and 3 heavy gauge steel vehicles. 22-inch cattle van has rear doors that open and close. Metal stakes on 15-inch livestock truck remove for flat-bed hauling. 11-inch pickup has removable top; tailgate and windshield raise and lower. 5-piece corral keeps animals penned.
49 N 5425C—Shipping weight 12 pounds. $9.99



Marx 26-piece Rancher Set $2.97

Heavy-gauge steel trailer-truck transports 19 assorted farm animals, including cows, lambs, goats and dogs. Handy back ramp for easy loading. 5 sections of plastic fencing lock into a ranch-style corral. Truck is 17 inches long
49 N 5609—Wt. 2 lbs. 9 oz. $2.97

Transport with 8 stock pens $3.95

Truck carries 8 animals . . each in its own corral. Removable railings in center and on one side. Ramps store behind cab. Pen, ramps, corral and animals of molded plastic. 14-inch enameled steel truck. Friction motor. From Japan.
49 N 4234—Shipping weight 3 pounds 9 ounces. . . . $3.95

Structo Riding Academy pickup, hauler, corral $3.99

Convertible pickup truck has removable top and side doors. Windshield and tailgate raise and lower. Horse trailer has rear ramp. Includes 3 horses, 3 colts, 5-piece corral. Pickup and trailer of heavy-gauge steel; 20 in. overall.
49 N 5529—Shpg. wt. 4 lbs. $3.99

Farm-to-market Livestock Truck $3.87 without batteries

Carry animals to market in 12-in. plastic and metal truck that turns away from obstacles. Chicken "crows"; cow "moos." Order 2 "D" batteries below. From Hong Kong.
49 N 5649—Shpg. wt. 2 lbs. $3.87
"D" Battery. Shpg. wt. ea. 4 oz.
49 N 4660. . .Each 16c; 4 for 60c

Let's go camping and boating $4.99

Candy-striped camping truck about 12 in. long. Has fold-away tent, built-in refrigerator and sink. Fold-out seat converts to bed. 9-inch plastic inboard boat with plastic trailer
49 N 5593—Shipping weight 3 pounds 8 ounces. $4.99

SAVE THIS CATALOG
. . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

ELECTRO-MAGNETISM SCIENCE

Electro-magnetism science kit. Make magnetic experiments with electricity.

Stock No.	Mfg. No.	Wt. ctn-	Each
469-585	414	9 lbs.	* $ 1.00

Twenty-four in a carton

ELECTRIC MOTOR SCIENCE KIT

Electric motor science kit. Build a working motor.

Stock No.	Mfg. No.	Wt. ctn-	Each
469-593	415	9 lbs.	* $ 1.00

Twenty-four in a carton

MECHANICAL PHYSICS SCIENCE KIT

Mechanical physics science kit. Basic physics, exciting experiments.

Stock No.	Mfg. No.	Wt. ctn-	Each
476-671	416	9 lbs.	* $ 1.00

Twenty-four in a carton

MONKEY HELMET

Authentic replica of helmet used by U.S. Guerrilla fighters, movable visor tinted to shield the eyes, adjustable chin strap - Extension radio antenna.

Stock No.	Mfg. No.	Wt. ctn-	Each
468-249	426	15 lbs.	* $ 3.00

Twelve in a carton

HAMILITON HELMET

Science-fiction helmet with Boggle goggles.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-674	460	15 lbs.	$ 2.00

Twelve in a carton

TORPEDO TANK SET

Torpedos spin 20-feet. Tank runs on two-D-cell batteries also has 3 defenders. Less batteries.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-831	463	15 lbs.	$ 7.50

Six in a carton

DWARF TANK SET

Dwarf tank and three defenders, shoots four soft plastic shells 10-feet.

Stock No	Mfg. No.	Wt. ctn.	Each
470-898	464	15 lbs.	$ 5.00

Twelve in a carton

MOSQUITO JEEP SET

Spring motor jeep. 3 Defenders

Stock No.	Mfg. No.	Wt. ctn.	Each
470-922	466	15 lbs.	$ 5.00

Twelve in a carton

WALKIE-TALKIE TELEPHONES

Includes, two, 2-way Walkie-talkies and 25-feet of wire.

Stock No.	Mfg. No.	Wt. ctn-	Each
488-338	500	13 lbs.	* $ 3.00

Twelve in a carton

REMCO INDUSTRIES, INC.

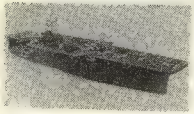
EMPRESS PHONE WITH LITE-UP DIAL

Phones are authentic duplications of the genuine article. Same size, styling –Work just like real telephones, turn dial and bell signals in opposite 'phone –pick-up and talk - loud, clear, 2–way conversations. Operates on four, D–batteries. **Less batteries.**

Stock No.	Mfg. No.	Wt. ctn-	Each
469–890	510	14 lbs.	* $ 9.00

Four in a carton

MIGHTY MAGEE AIRCRAFT CARRIER



18–inches long and comes complete with 13–pursuit planes, 6, Bombers & Tow truck-

Stock No.	Mfg. No.	Wt. ctn-	Each
468–272	520	18 lbs-	*$ 3.00

Twelve in a carton

THE GALLANT GLADIATOR

17–inches long, 10–inches high and comes complete with 10, Fighting warriors and a Missile-throwing-catapult-

Stock No.	Mfg. No.	Wt. ctn-	Each
468–348	522	16 lbs-	*$ 3.50

Twelve in carton

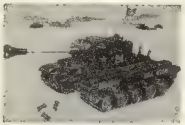
CAPT. BUCK RAY GUN

Revolving turret flashes four different colors, sends out a buzzing signal. Uses 2 "C" batteries (not included).

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-771	601	6 lbs.	$ 2.50

Twelve in a carton

ARMY BULLDOG TANK



Tank advances, retreats and climbs. Fires four brass shells. Operates on four D-cells. Size, 22½ inches long.

Stock No.	Mfg. No.	Wt. per ctn.	Each
488–379	607	9 lbs.	$ 13.00

Four in a carton

WORLD WAR I AIR ACES

Set complete with five miniature fighter planes and five men.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-789	630	13 lbs.	$ 5.00

Four in a carton

CONSTRUCTION SET

Complete with shovel, bulldozer and two men. All plastic.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-854	633	18 lbs.	$ 2.50

Twelve in a carton

REMCO INDUSTRIES, INC.

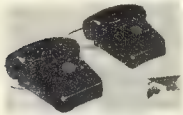
MACHETE AND KNIFE

Two basic Military weapons made of harmless, soft plastic. Quickly attached to any belt.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–534	386	21 lbs.	$ 1.30

Thirty-six in a carton

DIAL MASTER PHONES



Two regulation size dial phones. Bell signals in opposite phones. Can talk or hear with phones. Operates on 4-"D" batteries, not included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
490–771	402	14 lbs.	* $ 8.00

Four in a carton

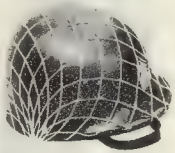
ELECTRICAL WORKSHOP

Safe, battery operated, electric motor, control panel, searchlight, tools and parts.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-763	403	7 lbs.	$ 5.00

Four in a carton

COMBAT HELMET

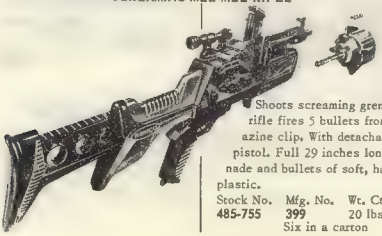


Complete with camouflage net cover-ing and chin strap-

Stock No.	Mfg. No.	Wt. ctn-	Each
486–134	409	15 lbs-	* $ 1.00

Thirty-six in a carton

SCREAMING MEE-MEE RIFLE



Shoots screaming grenade, rifle fires 5 bullets from mag-azine clip. With detachable pistol. Full 29 inches long. Gre-nade and bullets of soft, harmless plastic.

Stock No.	Mfg. No.	Wt. Ctn.	Each
485-755	399	20 lbs.	$ 6.00

Six in a carton

CHEMISTRY SET - SCIENCE SET

Chemistry set science kit. Real chem-icals and test tubes.

Stock No.	Mfg. No.	Wt. ctn-	Each
469–528	410	9 lbs.	* $ 1.00

Twenty-four in a carton

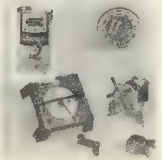
JET PROPULSION SCIENCE KIT

Jet propulsion science kit. The new science of the jet age.

Stock No.	Mfg. No.	Wt. ctn-	Each
469–544	412	9 lbs.	* $ 1.00

Twenty-four in a carton

ELECTRO-CHEMISTRY SCIENCE KIT



Electro-chemistry science kit. Electro plating and other experiments.

Stock No.	Mfg. No.	Wt. ctn.	Each
469–551	413	9 lbs.	* $ 1.00

Twenty-four in a carton

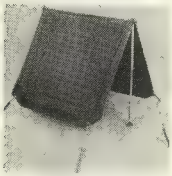
HAND GRENADE

Realistic hard plastic hand grenade. Fires paper caps.

Stock No.	Mfg. No.	Wt. ctn.	Each
457–640	349	7½ lbs.	$ 0.79

Thirty-six in a carton

FIELD TENT



Weather resistant field tent for Junior-Jungle fighters-

Stock No.	Mfg. No.	Wt. ctn-	Each
475–574	351	22 lbs-	* $ 5.00

Six in a carton

MESS KIT AND CANTEEN

Sturdy plastic - Carded

Stock No.	Mfg. No.	Wt. ctn-	Each
468–124	354	14 lbs-	* $ 1.00

Twelve in a carton

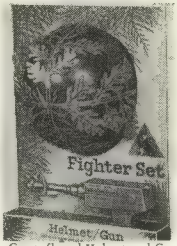
CAMOUFLAGE HELMET

Plastic helmet with plastic leaves-

Stock No.	Mfg. No.	Wt. ctn-	Each
468–132	355	16 lbs-	* $ 0.70

Thirty-six in a carton

FIGHTER SET



Camouflaged Helmet and Gun

Stock No.	Mfg. No.	Wt. ctn-	Each
468–488	357	14 lbs-	* $ 1.00

Twenty-four in a carton

MORTAR & CAMOUFLAGE HELMET

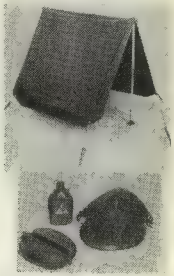
Long range mortar shoots harmless polyethylene rockets. Helmet with plastic, leaves - Two rockets-

Stock No.	Mfg. No.	Wt. ctn-	Each
468–173	359	15 lbs-	* $ 5.00

Four in a carton

FIELD TENT

Field tent with camouflage helmet and mess kit also canteen-



Weather-resistant tent and plastic accessories-

Stock No.	Mfg. No.	Wt. ctn-	Each
475–624	360	29 lbs-	* $ 7.00

Six in a carton

BATTLE JACKET SET

Battle Jacket, knife and sheath, pineapple grenade and pistol set.

Stock No.	Mfg. No.	Wt. ctn.	Each
470–526	382	22 lbs.	$ 6.00

Twelve in a carton

"Roger Ramjet" Cartoons On Fall TV Via AMF Wen-Mac

A new color cartoon series, "Roger Ramjet," packaged in segments of five minutes for programming on children's TV shows is being sponsored by AMF Wen-Mac.

The animated airborne adventure fantasy, reportedly designed to interest adults

as well as entertain children, has been booked into stations in New York, Los Angeles, San Francisco, Chicago and Detroit, and is expected to be seen over more than 100 TV stations nationally starting the end of this month.

The main character, Roger Ramjet, is pictured as a superhero space pilot, a "combination of Jack Armstrong and Superman."

He is assisted by an American Eagle Squadron manned by Yank, Doodle, Dan and a girl character, Dee; a girl friend, Lotta Love, a pal, Lance Crossfire; and a police officer, Detective Sergeant.

On the other side is a band of "No-Goods" led by "the man from N.A.S.T.Y.", a femme fatale, Jacqueline Hyde; and a pirate-type, Red Dog.

Wen-Mac's P-26 Pursuit Plane, gas-powered Lotus Racer, and new Getaway game will be emphasized in messages before and after the cartoons.

Samuel Abrahams

Samuel Abrahams died July 25 following a short illness. In his 63rd year at the time of his passing, Mr. Abrahams, popularly-known as "Sam" to legions of toymen throughout the country, had spent the major part of his business life in the toy industry.

He entered the toy industry 35 years ago as a salesman for a well-known toy firm and quickly won the reputation as an up-and-coming young merchandiser of toys. In 1933, Mr Abrahams, together with Lincoln Mosley, established the sales representative firm of Mosley & Abrahams. For the past 32 years the firm maintained offices and showroom at 200 Fifth Avenue, New York, and acted as sales representative for a number of leading toy lines. Mr. Abrahams successfully continued the business following the retirement of his partner, Lincoln Mosley, a number of years ago.

Mr. Abrahams is survived by a son, a daughter, and his wife Beatrice

Structo Wins Quality Toy Award Given by Montgomery Ward

John Snow, left, Ward's toy merchandise manager and Ted Wagenknecht, Ward's toy buyer, present award of excellence to Structo president William A. Wenner, center.

The second certificate of quality excellence given to a toy or hobby manufacturer was awarded July 19 to the Structo Division, King-Seeley Thermos Company, in Freeport, Ill., by Montgomery Ward.

The certificate, which recognizes the effectiveness of Structo's quality control procedures, was presented to Structo president William A. Wenner, by John Snow, Ward's national merchandise manager of toys, and Ted Wagenknecht, buyer.

The citation, part of Ward's Resource Assured Quality Program which the chain instituted more than a year ago, says. "This is to certify that the Structo Division, King-Seeley Thermos Company, has been awarded this certificate of quality excellence in recognition of outstanding initiative and ability to control product quality and in recognition of their pledge of continuing efforts in this mutually important endeavor."

Remco Duffy's Daredevil Racers Geared to Juvenile Stuntmen

Junior stuntmen and racing car fans of all ages are expected to spend happy hours with Remco's TV-promoted Duffy's Daredevils. Coupled to a "turbomatic launcher" the demon racing car flies up the ramp, through the hoop of "painted fire," and over stacked barrels to land rightside up everytime.

Duffy's Daredevils needs no batteries. Priced at $7, it comes complete with car, adjustable ramp, six barrels, a hoop of "painted fire," rider and stuntman.

Ideal Now Ready to Blast Off With Honey Moon Space Doll

Abe Kent, Ideal vice-president, holds Honey Moon space doll based on Chester Gould's new creation.

A space doll, Honey Moon, based on a new character who will be "born" September 26 in the Chester Gould comic strip, "Dick Tracy," is now available from Ideal Corporation.

The doll, patterned after Tracy's new granddaughter, is 14" long with a soft plastic body, and has green eyes, vinyl arms and legs, a removable space helmet of clear plastic, a striped green and gold dress with a space shield, space booties and what is described as "Moon Hair" that can be combed and braided. The hair can be braided and protruded through two holes in the helmet.

The Ideal doll also has a crying device that sounds when her stomach is pressed.

Honey Moon, the offspring of Junior and his wife, Moon Maid, will be born on a space ship returning to the earth from the moon in the September 26th episode of the strip.

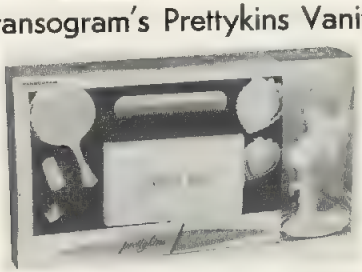
The doll will retail at $9.98 and be advertised in a series of 1,000-line ads in newspapers that carry the strip in about 50 markets.

In 1947 Ideal marketed its first doll, a best-seller, based on a Gould comic strip character, Sparkle Plenty, the daughter of B.O. Plenty and Gravel Gertie. And in 1952 the company introduced the Bonnie Braids doll, modeled after the daughter of Mr. and Mrs. (Tess Truehart) Dick Tracy.

The Gould strip appears daily in over 750 newspapers, and is seen by about 40 million people.

The doll (#0550-4) is packed six to a shipper.

Transogram's Prettykins Vanity



Prettykins, a play "glamour kit" for little girls, is being offered by Transogram.

The kit comprises a 5¾"-by-3¾"-by-2" vanity box with a gold-stamped plastic cover, a plastic comb, hand mirror, lipstick, rouge and powder box.

These items are packed in a sealed 13"-by-7"-by-2¾" see-through display tray.

To retail at $1, the sealed, pilfer-proof kit is packed two dozen to a 12-pound shipper.

Teetotum Offers Tweedledum Clothes Caddies, Wall Plaques

A Kangaroo Clothes Caddy to help youngsters develop neat habits is being offered by Teetotum Enterprises, Ltd., Van Nuys, Calif., as part of a new Tweedledum line.

The caddy, at $16.95 retail, is 4 feet high and hand-painted in fawn, red and white. His mitts include pegs for hanging pajamas, robes and jeans. The pouch is durable gold and orange cotton. It can hold several days' laundry and is detachable for washing.

Six three-dimensional wall plaques are included in the line. To retail at $6.95 each, the 15"-by-22" items are non-toxic and colorfully seragraphed on masonite.

In addition to the children's room plaques, the varied Tweedledum line comprises felt ties, pearl-studded flowers, rhinestone buttons, and handmade pompoms, a Skateboarding Penguin, Studious Giraffe, Rope-Skipping Kangaroo, Happy Hippo, Bear with Parasol, and Lion with Friendly Mouse.

To accompany the Kangaroo Clothes Caddy, Teetotum is showing a Penguin Shoe & Clothes Minder at $12.95.

For further information, write Tweedledum Products, Dept. P-1, Box 2644, Van Nuys, Calif., 91404.

New "Camp Runamuck" TV Show Features Ad Messages by Mattel

Mattel, Inc., will be a participating sponsor of the new comedy series "Camp Runamuck" which debuts this fall.

"Camp Runamuck," a family show with its locale in a typical boys' camp, will be seen in color at 7:30 P.M. Fridays (EST) over the NBC-TV network.

The program is the second in Mattel's schedule for sponsorship of prime nighttime TV shows. The California-based toymaker also will co-sponsor "Flipper" over the NBC-TV network on Saturday nights for a second year.

Weight Watching: April '30

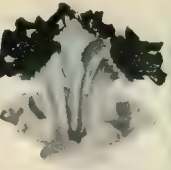
Goldilocks, a lifelike baby doll, came in a wicker bassinet attached to an authentic baby scale.

MILK GLASS

Choice Gifts Practical in Use

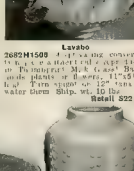
Candle Holders and Crimped Bowl
9834H764—Table or Buffet Milk Glass Centerpiece Set consisting of Pair of Milk Glass Candleholders and beautiful 8" graceful grape pattern Crimped Bowl. **Retail $15.20**

Footed Cakeplate 2910H486—Lovely party piece in Wedgwood Milk Glass with Petit French ruffled edging. Can be a server or torte plate. A full 13" in diameter for large Ship. wt



Milk Glass Gracefully Styled

4-Pc Epergne
7111H100—The [illegible] adds accessory cents a double dec Rennie flower mod ets to make a fine or super bowl 10" in diameter Bead or Dolphin and Lace pattern of lustrous Milk Glass. Ship. wt 6 lbs.
Retail $9.00



Lavabo
2682M1509—Delightful vanity container in Wedgwood Queen Ware with Pinwheel Mark Gold Band inside and out. Measures 11"x5½" high. Turn spout or 12" cross water there Ship. wt. 10 lbs.
Retail $22.50

Rookwood Vase
9656H667—A classically styled vase. Designed with green and bronze ivy and pottery markers. Lustrous colors in either **Cerulean Blue** textured glaze or **Vellum White** lustrous glaze. **Specify color.**
Retail $10.00

Rookwood 7½" Mug
9659H500—Distinctive Tweny Four ounces in a 7½" drinking mug. Choice of three colors. Rookwood Green, **Orange Tiger Eye Green** and **Vellum White. Specify color.**
Retail $7.50

Milk Glass Vase 8859H31—Milk Glass Vase in cream-pastelcolor. Measures 8" high, perfect for all types of flowers. A wonderful gift to give or to receive **Retail $7.50**

Decanter and Stopper
9836H574—Decanter and Stopper of American Milk Glass. Perfect for serving wines. An asset to every discriminating hostess
$8.20

Rooster Rox and Cover
9837H574—An elegante ornamentation of Attractive Milk Glass. Perfect for serving Lime Rice and Cover. **Retail $8.20**

FINE GLAZED POTTERY

ROOKWOOD

Founded 1880

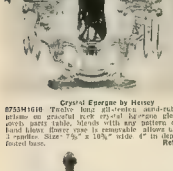
Skilled artisans and decorators combined their efforts a the processes used to produce the elegance and lasting beauty of th's famous pottery.

America's Contribution to the Fine Arts

Rookwood Platter
9657H533—This lovely fabric of staple I. R. wood Platter may be used for many beautiful decorative effects. Felt adhesive bottom guard against marring. Choice of three crystalline glazes. **Orange Tiger Eye Green** or **Vellum White. Specify color.**
Retail $8.00

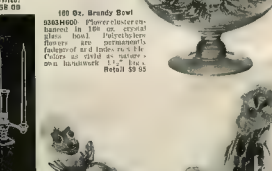
Rookwood Bowl
9656H568 — This finely made Rookwood Bowl will add a touch of beauty and elegance wherever it is used. Revere type styling. 11" in diameter. Felt tabs on bottom guard against marring. Choice of three textured glaze colors **Emerald Green, Cerulean Blue** or **Vellum White. Please specify color. Retail $6.50**

Rookwood Vase
9658H600—A classically styled Rookwood Vase with a bead pattern in relief 12" tall. Choice of colors in textured glaze. **Vellum White or Emerald Green Specify color.**
Retail $9.00



Crystal Epergne by Hersey
8753H1610—Twelve long gill-twelve hand-cut teardrop prisms on graceful new crystal Epergne glasses on a pretty party table, blends with any pattern crystal. 5" hand blown flower vase is removable allows use of 3 or 5 candles. Size: 7½" x 10¾" wide 4" in depth. Heavy footed base.
Retail $23.00

10-Pc. Cambridge Arms
9851H1660—The ideal gift for the imaginative mind. Lovely hand-made crystal to add the final touch of elegance to any table setting. 10 Piece Set consists of one Ice Cardecanter four 5" Pc Nappy two 4-Oz. Candle Arms and three 5 Vases. Twenty different ensembles are possible, including those shown above. Ship. wt. 10 lbs.
Retail $53.80



CRYSTAL GLASS

100 Oz. Brandy Bowl
9303H600—Flower cluster centerpiece in 100 oz. crystal glass bowl. Polychrome flowers are permanently fadeproof and indestructible. Colors as vivid as nature's own handiwork. 9½" high.
Retail $9.95

70 Oz. Candy Jar
9304H666—Polyethylene flowers artistically arranged in a beautiful 70 oz. crystal glass bowl with cover. Cover keeps flower arrangement dustproof 9½" high.
Retail $9.95

Clown Ashtray
8741H639—This fellow stands on his feet as a figurine, or lies on his back as an ashtray or pin-bon dish. Every clown different. Approx height 6 ½".
Retail $8.98

Clown Figurine
9742H718—Real conversation piece. Clowns are holding musical instruments, balls, canes and bottles all in assorted multicolors. Approximate height 7".
Retail $11.98

Lundy Named Assistant To President as Revell

Robert L. Lundy has been named assistant to the president, Revell, Inc., Venice, Calif. plastic model kit manufacturer, according to the firm's president,

Robert L. Lundy

Lewis H. Glaser.

At Revell Mr. Lundy will be quantifying certain information pertaining to the market and assisting Mr. Glaser in long-range planning.

Prior to joining Revell, Mr. Lundy was a research specialist with the Space Division of North American Aviation. While there, he worked with all three "generations" of astronauts on the Apollo project. His main task was evaluating opinion and performance measurement in the design of the Apollo spacecraft

In 1962, Mr. Lundy was assistant marketing research director for the Carnation Company, and prior to that was research director of the Hawaii Visitors Bureau. While in Hawaii, he coordinated his work through Marplan, the international research arm of McCann-Erickson.

Dykstra and Tomaro New V-P's at Remco

Leonard Dykstra and Patrick M. Tomaro have been appointed vice-presidents of manufacturing and engineering respectively by Remco Industries, Inc., Cape May Street, Harrison, N. J., according to an announcement by L. G. Pacent, vice-president and general manager

Mr. Dykstra joined Remco in 1953 as a production foreman and has been plant superintendent and manager of manufacturing. Mr. Tomaro came to Remco in 1963 from the Lionel Corporation.

Grossman Moves to New Quarters in Louisville

Grossman Sales, Inc., importers and jobbers, have announced their move to a new 80,000-square-foot, block-long warehouse at 1533 Bank Street, Louisville. The building has 65,000 and 15,000 square feet on the lower and upper floors respectively, and a fully air-conditioned showroom.

The firm's new mailing address is P. O. Box 691, 1533 Bank Street, Louisville 40201.

Ross Deluxe Middleweight Series, Domestic Models from Chain Bike

Samuel Wilkens, sales manager of Chain Bike Corporation, has announced its all new 1965 Ross 26" custom deluxe middleweight, the #U96W series. This fully equipped tankmodel features a streamlined tank with a large, built-in, chrome twin-light unit; a new-style rear luggage carrier with chrome crash-bar support; and a Bendix coaster brake. The exclusive Ross Duoweld process is used in the precision construction of the new full length four-bar cantilever frame. Fenders, rims and the front luggage are all in chrome. Also featured are a deluxe two-tone saddle, bow pedals, a kickstand, and whitewall domestic nylon tires. The boys' model is finished in sparkling gold or black; girls', blue or pink and white.

Cham Bike also offers a diversified line of domestic bicycles in a wide range of styles and models, including 16", 20", 24" 26" and 27" sizes. The Ross-Armstrong Raleigh-built English lightweights and French "Dynamax" lightweight racers round out the product line. Purchases and shipments can be combined as all items are shipped from one point, Rockaway Beach, N.Y. A showroom is maintained at room 309, 200 Fifth Avenue, New York City

Battery-Operated $10 Twin Organ New Item by Harmonic Reed

A Twin Organ operated by batteries and using music with color notes to match the color of the keys will be shown at the Toy Fair by Harmonic Reed Corporation, located in Union Hill Park, West Conshohocken, Pa.

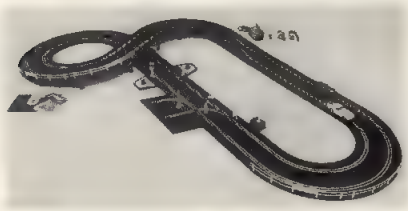
Called the first twin organ ever developed as part of a musical toy line, this organ has 12 notes on each keyboard and is designed to permit both melody and harmony to be played simultaneously. Its retail price is $10.

Made of high impact plastic, the Harmonic Reed Twin Organ (Model #4300) is 12" long 6" high and 7½" wide.

With the music sheets enclosed, youngsters of any age can begin playing songs immediately, thanks to the color coordination

A Junior Organ, also battery-operated but with only one 12-key keyboard, is priced to sell for $6.

New Racing Cars, Sets Head Strombecker's Line for 1965



New racing sets, led by the American Gran Tourismo pictured above, and new cars are headlining reports on the 1965 line of the Strombecker Corporation, 4646 W. Lake Street, Chicago.

The #9960 American GT set, 1/32nd scale, includes the Ford Gran Tourismo and competition-bred Cobra, which travel the track at scale speeds of over 200 M.P.H. Strombecker's new 206¾" channel track in this set allows the hobbyist to simulate the road race layouts at Ascarate, Sebring, Indianapolis 8, Vineland, Hawaii, Buckley Field and many others. Plunger-type competition rheostats transmit the power to the cars from a 14-volt pack. Other components in the set include an electrically-operated flagman, headlights ready to install for night racing, a lap-counter LeMans start, chicane obstacle track, 10 sections of curved track and two straight sections plus new terminal track, 12 pylon overpass supports, trackside figures, 10 fence sections, connector wires, locking lugs, and the Strombecker warranty and road-racing guidebook. Gift-cartoned, the set has been given a suggested retail price of $39.95.

Other new 1/32nd-scale sets are the #9920, three lane Formula Racing Set at $49.95 retail; the #9935 International Racing Set, a figure-8 layout featuring the Porsche RS-61 and Lotus MK-XIX and retailing at $29.95; the #9970 Midget Racer set, $24.95; and the #9955 four-lane Mark IV, offering the Ferrari Berlinetta, XK-E Jaguar, Ferrari Testa Rosa and D-Jaguar, at $64.95 retail.

The Porsche 904 GT and Cobra GT 1/32nd-scale cars introduced by Strombecker at the Hobby Show are finished in easily detached sections. Their low profiles are made possible by the company's fast, new, cool-running, in-line motor. Both models have clear windows, drivers, chrome-plated wheels and exhaust pipes. The Porsche is white and is equipped with upper and lower body halves that eliminate the chassis, while the Shelby Cobra is blue, comes in three body sections, and has a spare tire in the large rear window. Suggested retails on the models is $3.95 each; built-up versions sell at $5.95.

Illustrated here, too, is a 1/24th-scale car from Strombecker that's new this year, the Ferrari Formula-1 competition kit. It offers metal gears, a brass chassis, centerless ground axles, and an adjustable, low-drag 180-degree nylon pickup. Retailing

at a suggested $6.95, the kit also contains special tires, chrome-plated wheels, bullet-nose racing caps, a driver and appropriate decals.

Erlach Named Tarrson's Rep in Southeastern Area

The Sidney A. Tarrson Company of Chicago has appointed Yale Erlach of Yale Erlach Sales, 237 James River Drive, Newport News, Va., as Southeastern rep-

Yale Erlach

resentative for its line of Tarco Toys. Mr Erlach will cover Virginia, North and South Carolina, Georgia, Alabama, Tennessee, Mississippi and West Virginia.

Active in the trade for 13 years as a former jobber and a manufacturers' representative for Berlow, Shillig & Speckert of Charlotte, N. C., Mr. Erlach recently established his own sales company (see PLAYTHINGS, January issue, news account on page 130).

New Nat'l Latex Playball Series with Animal Figures

Animal Playballs, a new series for the nursery-age market, has been introduced to the toy trade by The National Latex Products Company, Ashland, Ohio, makers of the popular Blue Bird line of playballs,

balloons and athletic balls.

Twelve different animal characters, two per ball, constitute the new series. The characters include such familiar figures as a lion, horse, bear and others that are said to be perfectly suited to this particular age level.

Balls in the series are made in 9-¾" and 5-¼" sizes and are decorated in contrasting colors with a two-color center stripe.

For volume merchandising, the playballs are available in one- or two-dozen Blue Bird floor display deals, including wire baskets, corrugated shipper-displays and giant wire towers.

Complete information, plus a free file folder showing the entire Blue Bird line for 1965, can be obtained by writing to the manufacturer.

Berlow-Shillig-Speckert Representatives for Jamy

Robert Prashker, president of Jamy, Inc., Kingston, Pa., announces the appointment of Berlow-Shillig-Speckert, Inc., as representatives covering the South and Southwest territories for the company's lines of car seats, car beds and children's chairs and rockers.

The sales concern headquarters in Charlotte, N. C., under the direction of Richard Berlow and maintains offices in Dallas, under George Shillig, in Miami Beach under Jack Speckert, and in Memphis, under Jerry Schrader.

Saftler Named Remco's Southern Sales Manager

Phil Cohen, vice-president in charge of sales for Remco Industries, has announced the appointment of Perry Saftler as Remco's Southern regional sales manager. Mr Saftler's new duties will include the management of all sales for the Southwest. He has been active in the toy industry for the past 15 years covering the Southern area of the country. For the past four years he has been a member of the Remco sales force.

4 Rudolph Flashlight Nose lights when tail is pressed. Tan plastic. Batt., bulb incl.
48 T 2216—Wt. 4 oz. . Each 88¢

5 Rudolph Bank Nose lights as coins drop in. Tan plastic. Batt., bulb incl. Ship. wt. 12 oz.
48 T 9639—Abt. 5 in. long . 84¢

Rudolph the Red-Nosed Reindeer

6 Here's That Celebrated Star, Rudolph The Red-Nosed Reindeer. A sprightly little guy wearing a big red bow. Rayon plush, stuffed with cotton. Gentle face of vinyl, antlers of felt.
48 T 6453—Stands 18 inches tall. Ship. wt. 1 lb. 4 oz. . . . . Each $3.99
48 T 6452—Stands 12 inches tall. Ship. wt. 12 oz. . . . . Each 2.99
48 T 6454—Like (6) but has Swiss music box that plays Rudolph the Red-Nosed Reindeer. Stands 15 in. tall. Wt. 1 lb. . . . . Each $4.99

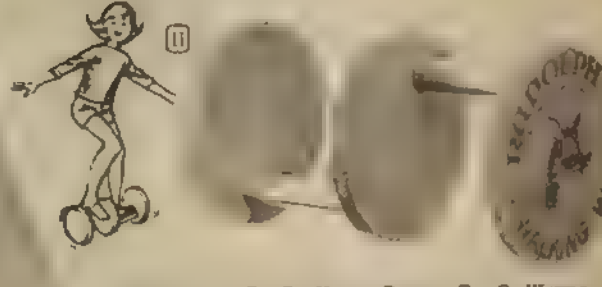
7 Rudolph Story Book. The story of the hero among all reindeer is charmingly told with full color illustrations on each of the 32 pages. Hard laminated cover protects this treasured book. What child wouldn't get a thrill out of a gift like this?
53 T 475—Ship. wt. 14 oz. . Each 88¢

8 Gene Autry Sings "Rudolph the Red-Nosed Reindeer" and "If It Doesn't Snow on Christmas." Two delightful Christmas time favorites the youngsters and oldsters enjoy singing too. On a single LP (33⅓ rpm) unbreakable Columbia 12 in. record.
48 T 7595—Ship. wt. 12 oz. Each $1.00

Rudolph Play Tiles You Design Yourself

9 America's Favorite Design Set. Single 18x9 in. board with molded plastic tiles in 3 different shapes, 4 colors. Pegs on tiles fit smoothly into holes in the board. A suggestion sheet, incl., shows children how to make many Rudolph designs. With a little imagination they will also be building houses, rockets and hundreds of other mosaic designs. Ship. wt. 2 lbs.
48 T 9628. . . . . $2.39

10 Rudolph The Red-Nosed Reindeer Tune-A-Vision. Merry little melodious toy for the very young. A Swiss music box plays "Rudolph" tune as pictures of this little deer in his adventures pass in front on the TV-like screen. Durable winding [illegible] is easy for child to operate.
48 T 9630—About 8 in. wide. Ship. wt. 1 lb. . . . . Each $2.22



11 Gang-Way For The Newest Rudolph Toy On Wheels. We call it "*Rudolph Walking Wheels*". Pedals like a bike, develops skill and balance. Propelled by both feet pumping on bars set on top and on bottom of 3 wheels. All you do is walk and the wheels turn as fast as you pump. Holds to 100 lbs. Made of sturdy plywood. Gay, red decoration of Rudolph The Red-Nosed Reindeer.
48 T 3548—Shipping wt. 2 lbs. . . . . Each $2.79

"CHARGE IT"
SEE PG. 359

Boats and Accessories

Dual Wheel Cart

3 Step Boarding Ladder

2163AF1890—For large HP motors Extra heavy duty uprights and larger heavier handles Nested, 10x 1.75 dual wheels Ship. wt. 34 lbs F O B Minnesota Factory.
Sugg. Retail $29.95

3060AF1140—Motor Carrier Heavy duty 1-in uprights Folds flat 6x1.75 single semi-pneumatic tires. Recommended for up to 40 HP motors without electric starters Ship. wt. 23½ lbs. Sugg. Retail $18.95

4289A564—Heavy duty tubular, all aluminum, anodized construction Sealed air chamber keeps ladder afloat if dropped accidentally overboard. Movable standoff legs adjust to fit contour of hull Universal hook fits 9" to 11" gunwales. Hooks and standoff legs are doc vinyl covered. Malleable Ship. wt. 4 lbs.
Sugg. Retail $8.95

2 MAN INFLATABLE BOAT

AIR PUMP 2 OARS 2 ATTACHED SEATS

4095A3533—Two Man Inflatable Boat. Easily transported and stored. Made of heavy duty rubberized canvas cloth with two brass special lock, screw type valves serving two separate air compartments making it safe and durable. Catch ropes with brass grommets on all sides Extra-heavy weight flooring, built-in side pocket with snap and sturdy earlocks with brass grommets. Oars collapse into a small package. Ship. wt. 35 lbs.
Sugg. Retail $62.95

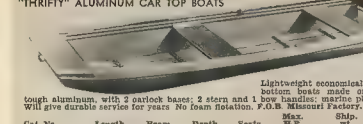
SAMOA 10½' INFLATABLE SAILBOAT

6 INFLATABLE COMPARTMENTS

"SAMOA" SAILBOAT

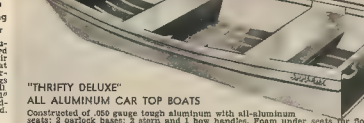
4290AF18125 — "Samoa" 10½' Inflatable Sailboat. Utilizes Polynesian principles of equilibrium to enable sporting maneuvers to be carried out in complete safety using a large area of sail. Neoprene made boat for 2 or 3 persons. Possesses the undeniable sailing qualities of speed and manageability. Includes two stabilizers with fixing frames and floats, mast; yard, boom; 28½ ft. mainsail, pump and repair kit Color Red. Folded measurements (boat only). 5'x14½'x25¾". Inflated length 10'0". Width: 3'11½". Ship. wt. with rigging approx. 34 lbs. F.O.B. Wisconsin.
Sugg. Retail $189.95

"THRIFTY" ALUMINUM CAR TOP BOATS



Lightweight economically priced flat bottom boats made of .050 gauge tough aluminum, with 2 carlock bases; 2 stern and 1 bow handles; marine plywood seats Will give durable service for years No foam flotation. F.O.B. Missouri Factory.

Cat. No.	Length	Beam	Depth	Seats	Max. H.P.	Ship. wt.	Sugg. Retail
4281AF2363	10'	40"	15"	3	5	85 lbs.	$69.50
4282AF1363	12'	40"	15"	3	7½	95 lbs.	79.50

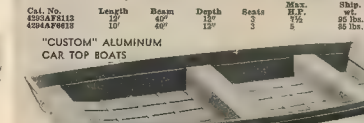


"THRIFTY DELUXE" ALL ALUMINUM CAR TOP BOATS

Constructed of .050 gauge tough aluminum with all-aluminum seats; 2 carlock bases; 2 stern and 1 bow handles. Foam under seats for flotation safety. F.O.B. Missouri Factory.

Cat. No.	Length	Beam	Depth	Seats	Max. H.P.	Ship. wt.	Sugg. Retail
4283AF2113	12'	40"	13"	3	7½	95 lbs.	$90.50
4284AF2613	10'	40"	13"	3	5	85 lbs.	79.50

"CUSTOM" ALUMINUM CAR TOP BOATS



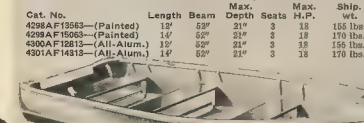
All aluminum (.050 gauge) flat bottom boats with aluminum seats, foam flotation, 2 carlock bases, 2 stern and 1 bow handles F.O.B. Missouri Factory.

Cat. No.	Length	Beam	Depth	Transom Width	Seats	Max. H.P.	Ship. wt.	Sugg. Retail
4285AF3113	10'	48"	14"	37"	3	7½	92 lbs.	$ 99.50
4286AF3563	12'	48"	14"	37"	3	7½	107 lbs.	129.50
4287AF1863	14'	48"	14"	37"	3	10	117 lbs.	149.50

"LAKE FISHER" V-BOTTOM BOATS

Select either a Lakebrake design Green Painted boat or a flashy All Aluminum Stucco Embossed boat for your greater pleasure and outdoor enjoyment. .050 gauge aluminum constructed with 3 bottom keels; foam flotation. Transom width of boats 43". Transom Height: 18". Gunwale Length: 12'4" on 12 foot boats; 14'4" on 14 foot boats. F.O.B. Missouri Factory.

Cat. No.	Length	Beam	Max. Depth	Seats	Max. H.P.	Ship. wt.	Sugg. Retail
4298AF13563—(Painted)	12'	53"	21"	3	18	155 lbs.	$169.50
4299AF15063—(Painted)	14'	52"	21"	3	18	170 lbs.	189.50
4300AF12813—(All-Alum.)	12'	52"	21"	3	18	155 lbs.	169.50
4301AF14313—(All-Alum.)	14'	52"	21"	3	18	170 lbs.	179.50



"LAKER SUPREME" ALL ALUMINUM BOATS

Sturdy, strong durable V-bottom heavy duty fishing boats built to stand up under hard usage Favorite of Dock Owners and Guides on the Big Lakes. .050 gauge aluminum construction, bottom gauge aluminum is .063. 5 bottom keels; foam flotation Transom Width of Boats: 52". Transom Height: 19". Gunwale Length: 16'4" on 16 foot boat; 14'11" on 14 foot boat. F.O.B. Missouri Factory.

Cat. No.	Length	Beam	Max. Depth	Seats	Max. H.P.	Ship. wt.	Sugg. Retail
4302AF27175	16'	60"	24"	4	40	285 lbs.	$349.50
4303AF25585	14'	52"	22"	4	40	243 lbs.	288.50

Factory Brochure Illustrating and Describing Complete Line of Aluminum Boats Available Upon Written Request

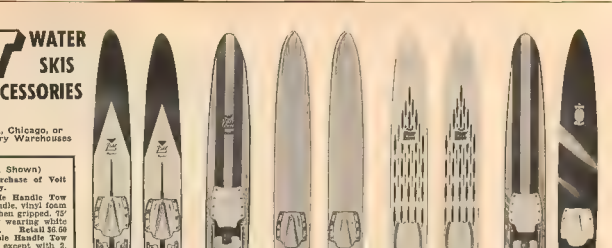
VOIT WATER SKIS & ACCESSORIES

U. S. made
F.O.B. California, Chicago, or New Jersey Factory Warehouses

Tow Ropes (Not Shown)
Available only with purchase of Velt Skis, Not Sold Separately.

4105AF205—Deluxe Single Handle Tow Rope, 1"x12" cushion handle, vinyl foam covered. 7/8" dia. rope when gripped. 75' long, ¼" diameter, long wearing white poly rope. Ship. wt. 2 lbs. Retail $6.50

4105AF450—Deluxe Double Handle Tow Rope. Similar to above except with 2 1"x8" cushion handles. Non-fouling rope outlets. Retail $7.50



(A) 4337AF3700—WS282—5'9"x63½" **Modified Conversion Pair.** Slim line modified banana pair of Solid Ash Tapered shape for high speed and maneuverability. Deluxe bindings. Extra Wishbone Super Skeg included. Ship wt. approx. 15 lbs. Retail $45.00

4312AF1680—WS284—5'9"x63½" **Modified Banana Slalom (Not Shown).** Similar to above except (1) Ski of Solid Ash. Slim tapered design for faster, winding runs. Deluxe binding. Polished Custom Speed Skeg. Ship. wt approx. 16 lbs. Retail $28.00

(B) 4315AF2160—WS283—5'6"x73½" **Banana Peel Slalom.** Expertly designed, precision made Ash and Mahogany Slalom, (1) Ski, with a melamine bottom to take the hardest wear. Deluxe White vinyl bindings. Polished Speed Skeg. Ship. wt. approx 8 lbs Retail $30.00

(C) 4314AF3300—WS269—5'6"x64½" **V-Hull Solid Ash Conversion Pair.** Designed to produce top handling characteristics at any speed V-hull and Polished Speed Skeg for maximum control. Cushion Toe Rest and White vinyl bindings. Ship wt approx 15 lbs Retail $35.00

(D) 4315AF2320—WS163—5'11"x63½" **Conversion Pair** Solid spruce with Gold and Black pattern on White Epoxy coating. Gold anodized hardware Extra rounded top plate and Wishbone Super Skeg. Double splined laminated toe White vinyl bindings. Brow" White rudders. Ship wt. approx. 12 lbs. Retail $45.00

(E) 4316AF2040—WS287—5'11"x 7½" **Banana Slalom.** Ash and Mahogany Mason (1) Ski designed for expert ski at top speeds. Fiberglass reinforced aft (Cellulose) epoxy coating. Cushion fit heel and Polished Speed Skeg. Double splined laminated toe Deluxe White vinyl binding. Ship. wt approx. 11 lbs. Retail $34.00

(F) 4317AF8000—WS285—5'9"x63½" **"Cobra" Cambered Slalom** (1) Ski. Full 45° cutting edge. "Fabrinum" top and bottom. Laminated reinforced; solid mat core. Gold anodized bindings. Cushion Ride Pad. Polished Speed Skeg. Ship. wt. approx. 9 lbs. Retail $32.00

WHITE BEAR WATER SKIS

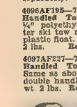
F.O.B. Minnesota Factory

White Bear Skis are designed for everyone—novice, average or expert. Best in safety, durability and riding. Permanent gum bend tip can never straighten. Special waterproofing. Made of tough resilient select lumber. Rudders placed for top maneuverability.

Tow Ropes (Not Shown)
Available only with purchase of White Bear Skis, Not sold separately.

4096AF195—75' Single-Handled Tow Rope. ¾" polyethylene Water ski tow rope with plastic float. Ship. wt. 2 lbs. Retail $3.25

4097AF237—75' Double Handled Tow Rope. Same as above except double handled. Ship. wt. 2 lbs. Retail $3.75



Novelty Shoe Skis 3568AF1193—39" Deluxe Shoe Skis. 39" long, 6" wide Painted white with red screening, nicely turned up nose Especially designed for experienced skiers Ship. wt. 9 lbs Retail $15.95

54" Children's Tapered Skis

4098AF1497—Constructed of Laminated Ash painted bright red with decorative silk screenings Smaller than regular harness 6" wide Excellent for children up to 14 years of age. Ship wt approx 12 lbs. Retail $8.95

Banana Peel Combo
4315AF2387—67" long, 6½" wide with streamlined rocker shape. Comb of laminated Ash with rich Walnut veneer on top ski surface Metal fins high tab heel, automatic rear adjustment harness, nonskid pad under rear toe. Ship wt approx 17 lbs Retail $39.95

Ash Banana Comb.
4100AF2097—62" long 6¾" wide. Comb. Skis. Painted Pure White with Red screening. Single knob adjustment harness Excellent riding Ship. wt approx. 20 lbs. Retail $34.95

4101AF1675 — 67"x6½" Ash Banana Slalom Same as above except (1) Ski. Ship wt. approx. 14 lbs Retail $29.95

Formica Type Combo
4320AF2562—71" Long, 6¾" Wide Banana Peel Comb. Skis, with Formica Type top and bottom Pull rocker shape Luxurious wood grain Metal fins, high tab heel. Deluxe Lock-O-Matic harness. Non skid pad under rear toe. Ship. wt. approx. 18 lbs Retail $38.95

4321AF2167 — 67"x6½" Formica Type Slalom. (1) Ski. Ship wt. approx. 14 lbs Retail $34.95

Tournament Slalom
4310AF1887—64" long, 6½" wide Tournament Slalom. (1) Ski, with special rounded bottom edges. Full banana peel design Mahogany bottom, Ash Mahogany top Deluxe Lock-O-Matic harness, 3 inch metal fin, and non-skid pad. Ship wt. approx. 12 lbs. Retail $29.95

And in this ring . . Sears presents a circus full of Clowns

Bright clowns and gay ones . . . clowns to hug, to pose, to bring you laughs. Who wants a clown? Tots, teens and in-betweens . . everybody wants a clown!

1 Big Happy Pat. A wonderful 29 inches tall. And what a personality. His smiling face is vinyl, his wild wig is Acrilan® acrylic. Wears a plush suit, a satin ruff. Sports a gay flower in his absurd hat.
79 N 3645C—Shipping wt. 4 lbs. $9.95

2 Cheery Charlie. There's a jaunty hat perched atop his mop of Acrilan® hair. Charlie's costume is vivid plush and satin with a giant ruff, and he has a happy vinyl face. A bountiful 18 inches tall.
49 N 3649—Shpg. wt. 2 lbs. 4 oz. $4.95

3 Bendie Bennie. All felt, with baggy pants and top hat. Fun to look at, fun to pose because he's wired to bend any way you want. A colorful 14 inches tall.
49 N 3660—Shipping wt. 8 ounces $1.95

4 Bendy Monkey Clowns. A set of three. They hear no evil, see no evil, speak no evil . . . they're too good to be bad. Gaily costumed, wired to bend every which-way. Their heads are plush and their perky monkey faces are felt. Each 12 in. tall.
49 N 3661—Shpg. wt. 12 oz. Set $2.95

5 Cuddly Curtis. He's a happy clown . . patches and all! Soft and huggable, in a bright cotton percale costume. With gay face, plush hair, a bright pom-pon nose. 14 in. tall.
49 N 3658—Shipping weight 12 ounces. $1.95

6 Funny Face Flip. From the tips of his big shoes to the top of his pointy hat . . he's comical. Dressed in corduroy and felt, with wild-and-wooly Acrilan® acrylic hair. 22 in. tall.
79 N 3648C—Shipping weight 3 pounds . . . $6.95

7 Smiling Sam. Jointed to set how you want him to. Has a silk face, plush hair, a pom pon nose. 14 inches tall.
49 N 3653—Shipping weight 14 ounces $2.95

Just say "Charge It" when you phone your order

Chain-drive Tractor and Trailer

Tractor and Trailer $19.76 | Tractor Only $15.99

Tractor. Universal steering joint lets you turn a full 360°. 8-inch front, 10-inch rear wheels. Adjustable bucket seat, trailer hitch. Orange with black trim. 37 inches long, 26 in. high. Unassembled.
79 N 8949L—Shipping weight 26 lbs. . . . $15.99

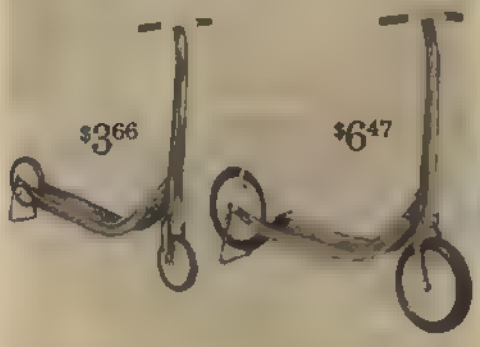
Trailer. Haul rider or parcels . . strong steel. 32x15 inches wide. 7½-inch wheels. Unassembled.
79 N 8955C—Shipping weight 10 lbs. $5.97

Tractor and Trailer. *Save $2.20.* Separately *$21.96*
79 N 8960L2—Shipping weight 36 lbs. . . . $19.76

$9.44

It's great fun! Folding-seat Scooter

You'll like this new seat idea. Scoot along, sit back and coast. Big 10-inch, nylon bearing wheels roll on semi-pneumatic tires. Wooden base for sure footing. Brake on rear wheel, parking stand too. Red and white enamel finished 39 inches long. Unassembled.
79 N 8803C -Shipping wt. 18 lbs. $9.44



Jr. Scooter

Sparkling bright and shiny red enamel on steel. 6-inch wheels, ¾ inch rubber tires. 31 inches long. Stand. Unassembled.
Shipping wt. 7 lbs.
79 N 8809C $3.66

Scooter Chief

10-inch, ball-bearing wheels 1 ¾ inch rubber tires. Brake and stand. Red steel. 38 inches long. Unassembled.
Shipping wt 15 lbs.
79 N 8813C $6.47

Save this catalog to order toys from now until Sept. 1, 1966

Putt–putts like a real Tractor

Shift gear to hear motor sound from chain drive

Big side exhaust and play spark plugs show power. Deep-cleat rear wheels give plenty of traction

Tractor and Trail Trac $25.56 | Tractor Only $21.97

Tractor. Steel chassis with plastic exhausts and plugs. Adjustable seat, hitch and step plate. Full ball bearings. 8-in. front, 10-in. rear wheels with semi-pneumatic tires. 37x25 in. high. Red and white. Unassembled.
79 N 8934L—Shipping weight 33 pounds. $21.97

Trail Trac Trailer. 12x11 in. wide. 8-in. wheels. Red, white. Unassembled.
79 N 8929C—Shipping weight 11 pounds. $6.44

Tractor and Trail Trac Trailer. Unassembled. *Save $2.84.* Separately *$29.41*
79 N 8939L2 Shipping weight 44 pounds $25.56

Chain-drive Tractor hitches to 1-seater Dump Trac with lever-action unloading

Super Diesel Tractor makes real motor sound when you shift the gears . . authentically styled engine . . dual front wheels

Tractor. Ball bearing chain drive. 8-in. front wheels. 12-in. rear wheels. Semi-pneumatic tires. Tractor treads on rear. Adjustable seat. Lockout on differential pinion. Unassembled.
79 N 8957N Shipping wt. 40 lbs. . . $26.88

Dump Trac. Steel seat and dump box. Red with white trim. 33x15 inches wide. Unassembled.
79 N 8917C Shipping wt. 16 lbs. $8.88

Tractor, Dump Trac. Separately $35.76
79 N 8968N2—*Save $3.58.* Wt. 58 lbs. $32.18

'N' items (as 79 N 8957N) shipped freight (rail or truck) or express

Hobby Horses with soft vinyl bodies feel and look so real

$27.88 30-inch | $19.95 31-inch | $14.95 27-inch

Pinto ponies of soft vinyl feel almost as muscular as a live horse. Legs are individually shaped for authenticity. Western style saddles. Vinyl reins. Heavy tubular steel stands with U-frame, footrests. Unassembled. 35-inch horse seat freight (rail or truck) or express.

35-inch long Horse. Saddle height 26½ inches.
79 N 7533N—Shipping weight 32 pounds $27.88

31-inch long Horse. Saddle height 24½ inches.
79 N 7507L—Shipping weight 27 pounds . . . $19.95

27-in. Horse. Saddle ht. 22½ in. No reins, U-frame or footrests.
79 N 7505L—Shipping weight 18 pounds $14.95

An unusually low price for a big 30-in. Horse with hard plastic body

Only $15.88

The pride of our corral, this handsome palomino stallion gives cowpokes a lively ride on four bouncy springs. High-impact polystyrene plastic body withstands rough rides. Individually shaped legs. Removable reins, western-type saddle. 41x24-inch tubular steel base. Saddle height 24 in. Unassembled.
79 N 7506L—Shipping weight 19 pounds $15.88

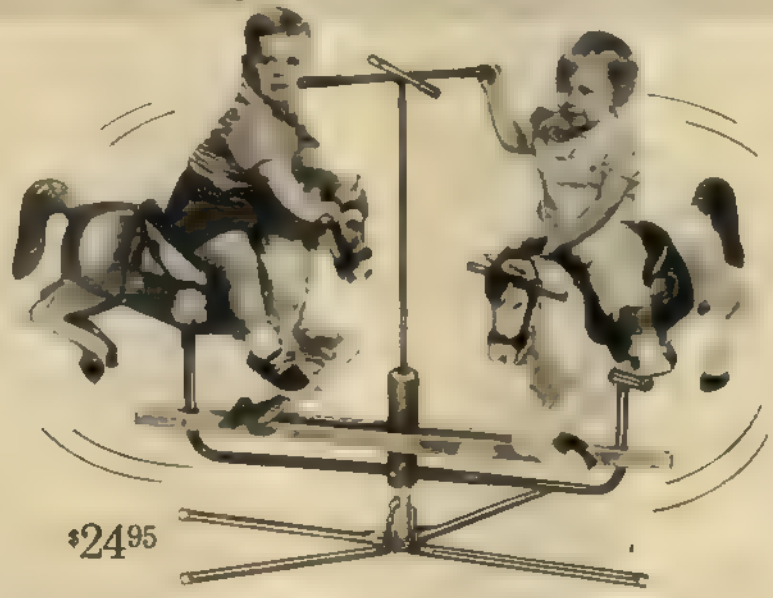
No Money Down on anything Sears sells

Replacement Springs. Wonder® double-hook Protecto Springs (chromium-plated) fit most spring-suspended hobby horses. Package of two.
49 N 7534—Shipping weight 8 oz. . . . . Pkg. 98c

Mattel's BLAZE talks and gallops

$33.50

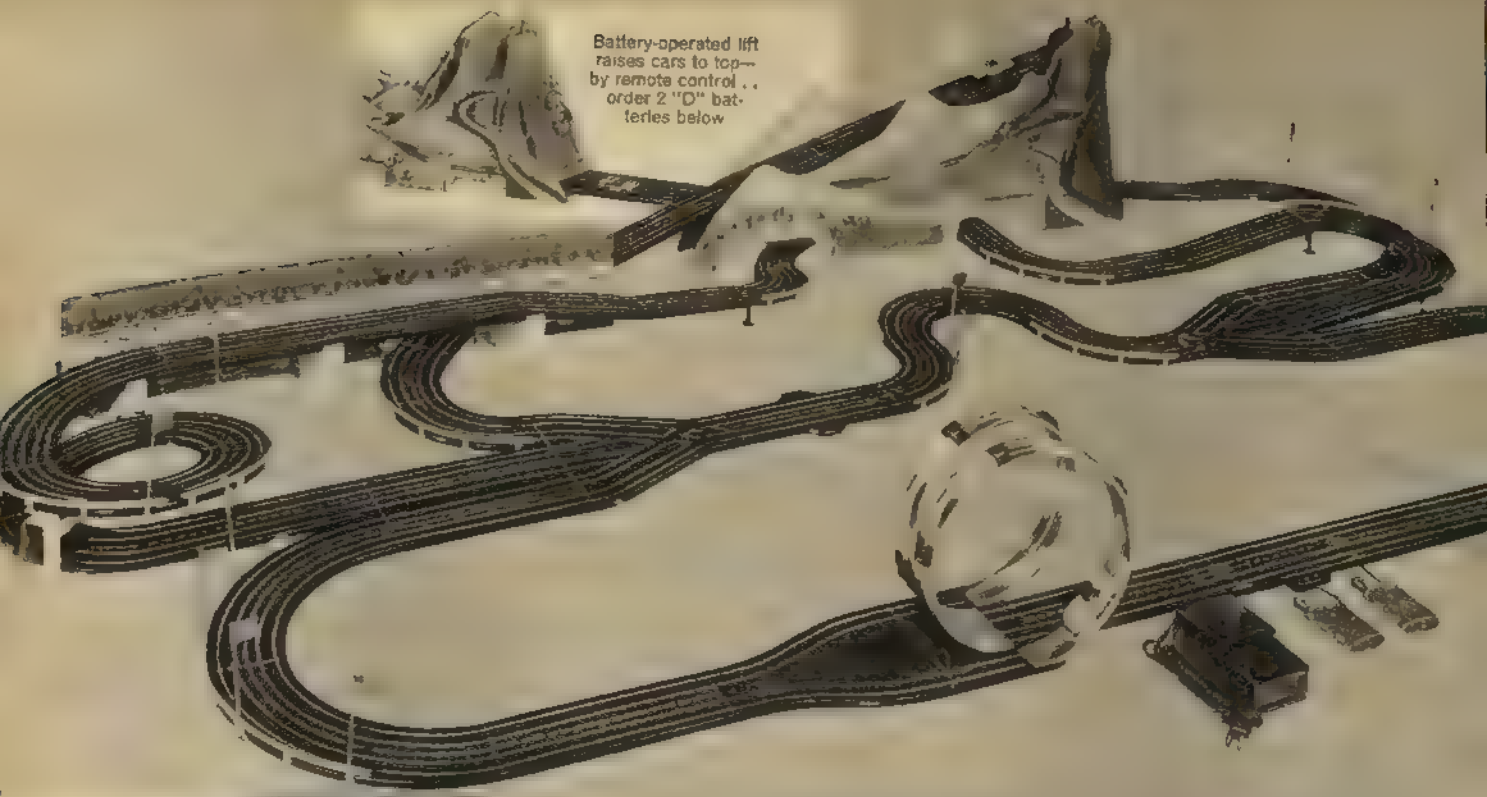
Pull the ring, and Blaze asks "How about some hassay?" He neighs and whinnies, says many more things. Rock him, and his legs gallop realistically. Spring action is contained inside his high-impact plastic body. Black and white markings. 2-way footrests. Reins, handposts 36 in. long. Saddle ht. 29 in. Tubular steel stand. Ages 1 to 7. Unassembled. Shipped freight (rail or truck) or express.
79 N 7555N—Shipping weight 37 pounds . . . $33.50



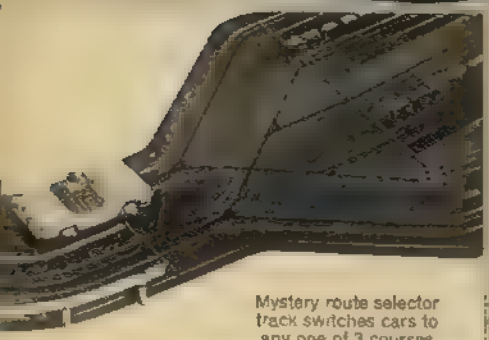
$24.95

Just a tug and around you go on this Carrousel . . bouncy spring action for extra riding fun

All the excitement of a circus merry-go-round. Two steeds of rugged molded plastic spin around and around. A tug on handles of center shaft keeps them going. Husky tubular steel frame. Plastic leg tips. Saddle heights, 28 in. from ground. Overall diameter 45 in. Unassembled. Freight (rail or truck) or express.
79 N 7510N—Shipping weight 30 pounds $24.95



Battery-operated lift raises cars to top—by remote control . . order 2 "D" batteries below



Mystery route selector track switches cars to any one of 3 courses

Your car is raised by power lift to top of mountain . . then it zooms down mountain pass at breath-taking speed and fish-tales into first curve

This is just one of the thrilling features of Sears new MATTERHORN HO Road Race

$39.95

Made by Lionel

Fast mountain roads, long straightaways, even a daring loop-the-loop. Actually over 40 feet of track, made into a thrilling race that is run on three separate circuits. The mystery route selector sends you on any one of the 3 courses, each with its own special feature . . the loop-the-loop, the winding tight-curve descent, and the power lift ride to the top of the mountain. Complete with XKE Jaguar and Thunderbird. Two hand controllers with brake and miles per hour indicator. 18-volt power pack.

79 N 9507C—Shipping weight 16 pounds. **$39.95**

79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz. . . . . **Each 16c; 4 for 60c**

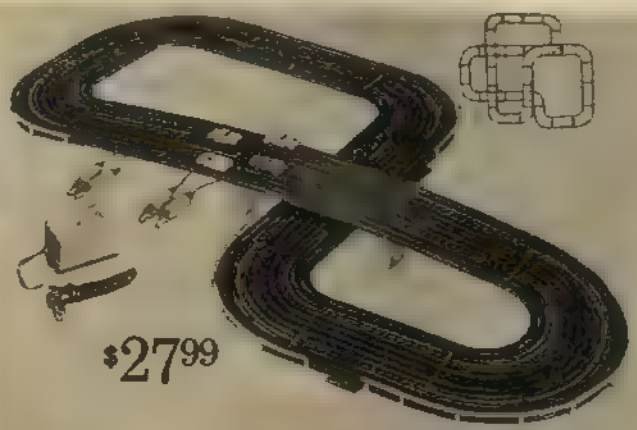
$15.99

Sky Driver HO Road Race by Marx

- 11 feet of exciting roadway in area only 41x48 inches wide
- Two racing cars with high-speed competition designed motors
- Exclusive stick-shift controls duplicate thrill of gear shifting

Loads of fast action with the special Lane Changer Track to equalize the course a wiggle obstacle track (duplicates a tricky oil slick or other such obstacle) . . but the greatest thrill of all is the Daredevil Jump where your car takes off and flies through the air. Lap counter records the race to ten laps. With controls, trestles, flags, 19-volt power pack included.

79 N 9534C—Shipping weight 7 pounds **$15.99**



$27.99

Aurora 4-lane HO Road Race

- Famous Ferrari, Cobra, Sting Ray and Mustang race cars
- Powerful Thunderjet 500 motors give cars tremendous speed
- 11 feet of 4-lane track converts to 20½ feet of 2-lane

Cars spin-out and weave on curves just like real racers, for fun and excitement at every turn. Real skill and timing are needed for fast lap times. Four plastic and metal cars about 2½ inches long each with a push-button control. Chrome bumpers and rubber tires. Makes 2½x5-ft. layout with 4-lanes. With guard rails, trestles. 20-volt power pack.

79 N 7623C—Shipping weight 8 pounds. **$27.99**

Note: All Road Race Sets UL listed for 110–120-volt, 60-cycle AC.

ELDON 1/32 Scale Cars

For all Eldon Standard Road Race Sets. Plastic and metal replicas of famous racing cars. Powered by electric motor. Gear driven. Rubber racing tires. Decals. 6-in. long. Assembled.

1 **"Offy" Roadster.** The front engine champ. Wt. 13 oz.
49 N 9997.....$3.97

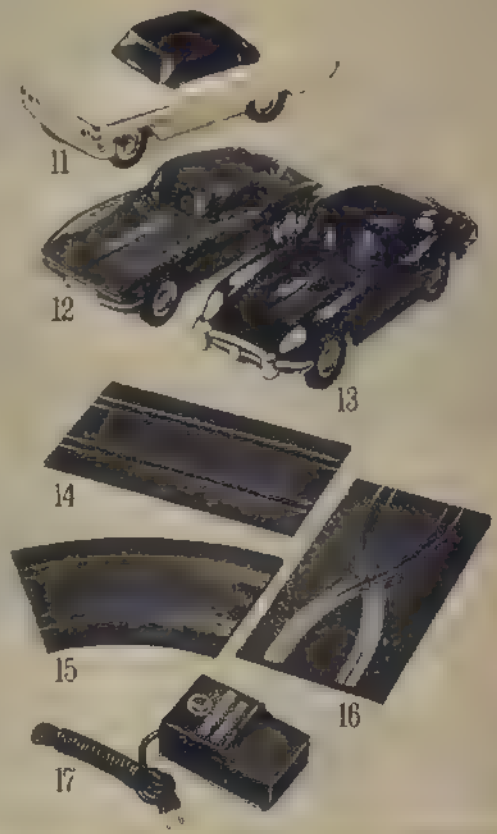
2 **Corvette Sting Ray.** Sleek fast-back. Shpg. wt. 10 oz.
49 N 9991 .....$3.97

3 **Indianapolis Formula 1.** Shipping wt. 4 oz.
49 N 9995 .....$1.97

4 **Lotus Ford.** Shipping weight 10 oz.
49 N 9994. .....$3.97

5 **Crash Car Jalopy.** Race it . . crash it . . watch it fly apart. Snaps back together easily, all set for another crash.
49 N 9990—Shipping weight 7 ounces . $1.99

LIONEL 1/32 scale Cars, Track Accessories



Cars for Lionel Racing Sets. Plastic and metal with electrical motor, rubber tires. Assembled.

11 **Ford Galaxie.** Head and tail-lights. 5 in. long. Wt. 5 oz.
49 N 9974.....$4.99

12 **Corvette Sting Ray.** Sleek fast-back. 5 in. long. Wt. 4 oz.
49 N 9972.....$4.97

13 **Jaguar XK-E Fast-back.** "Jet power motor." 5 in. long.
49 N 9968—Wt. 4 oz.... $4.97

Parts for Lionel Racing Sets. Made of metal and plastic.

14 **Straight Track.** 11⅜ in. long.
49 N 9965—Wt. 4 oz. ea. 89c

15 **Curved Track.** 45° with 14⅜-inch radius. Wt. 3 oz.
49 N 9967.....Each 89c

16 **Lane-changer Track.** 11⅜ in. long. Pkg. of 2. Wt. 12 oz.
49 N 9966.....Pkg. $2.98

17 **Power Pack.** 14-volt DC. UL listed, 110-120-v, 60-c AC.
49 N 9643 Wt. 1 lb. 12 oz. $5.98

Repair Kit. 4 each: tires, contacts, springs, brushes. Lubricant.
49 N 7628—Wt. 4 oz.....$1.19

ELDON 1/32 scale Accessories

For all Eldon Standard Road Race Sets. Enlarge and update your racing layout. Track sections made of asphalt-black plastic with metal conductors.

6 **Straight Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9986..... Pkg. 79c

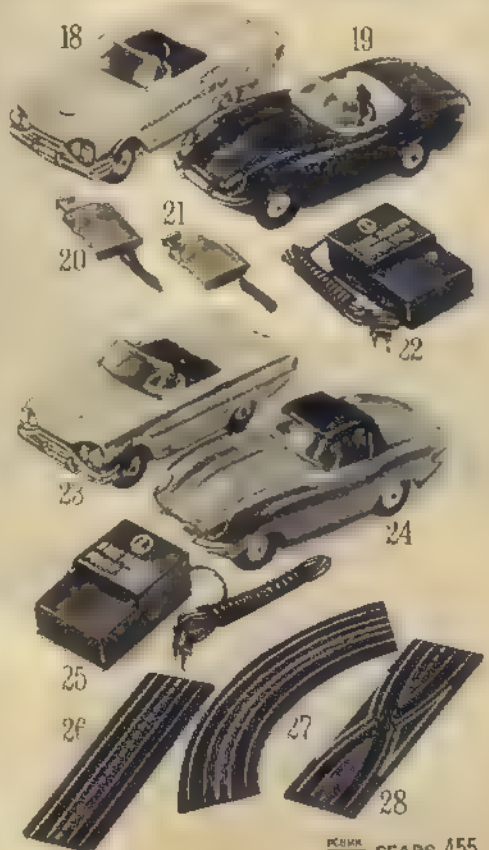
7 **Curved Track.** 6 in. long. Pkg. of 2. Wt. 7 oz.
49 N 9985 . .Pkg. 99c

8 **Power Pack.** 16-volt DC. UL listed for 110-120-v., 60-c. AC. On-off switch. Shipping weight 1 lb. 10 oz.
49 N 9952..... $4.97

9 **"Christmas Tree" Start** with finish-line win selector. Lights flash in sequence . . 3 yellow to green for "go" . . false start trips red foul light.
49 N 9964C–Wt 2 lbs. $8.97

10 **Lap Counter Timing Bridge.** Race against the clock. Pre-set number of laps up to 25. Winner stops clock, which records winning time.
79 N 9979L–Wt. 2 lbs. $4.97

LIONEL HO scale Cars, Track Accessories



For Pikes Peak Set. 2½-in. plastic cars. Electric motor, rubber tires.

18 **Thunderbird "A" Car.**
49 N 9955 Wt. 4 oz. $3.97

19 **Jaguar XK-E "B" Car.**
49 N 9956—Wt. 4 oz. $3.97

20 **Change-a-Lane "A" Car Control.**
49 N 9953—Wt. 4 oz. $2.97

21 **Change-a-Lane "B" Car Control.**
49 N 9954—Wt. 4 oz. $2.97

22 **Car Lane Control Transformer.** Control cars independently with 2 cars in the same lane.
49 N 9957 Wt. 1 lb. 12 oz. $4.97

For Matterhorn, other sets. 2½ in. plastic cars. Electric motors.

23 **Thunderbird convertible.**
49 N 9983—Wt. 2 oz. $2.44

24 **Jaguar XK-E convertible.**
49 N 9984—Wt. 2 oz. $2.44

25 **Power Pack.** 14-v. D.C. UL listed for 110-120-v., 60-c A.C.
49 N 9643–Wt. 1 lb. 12 oz. $5.98

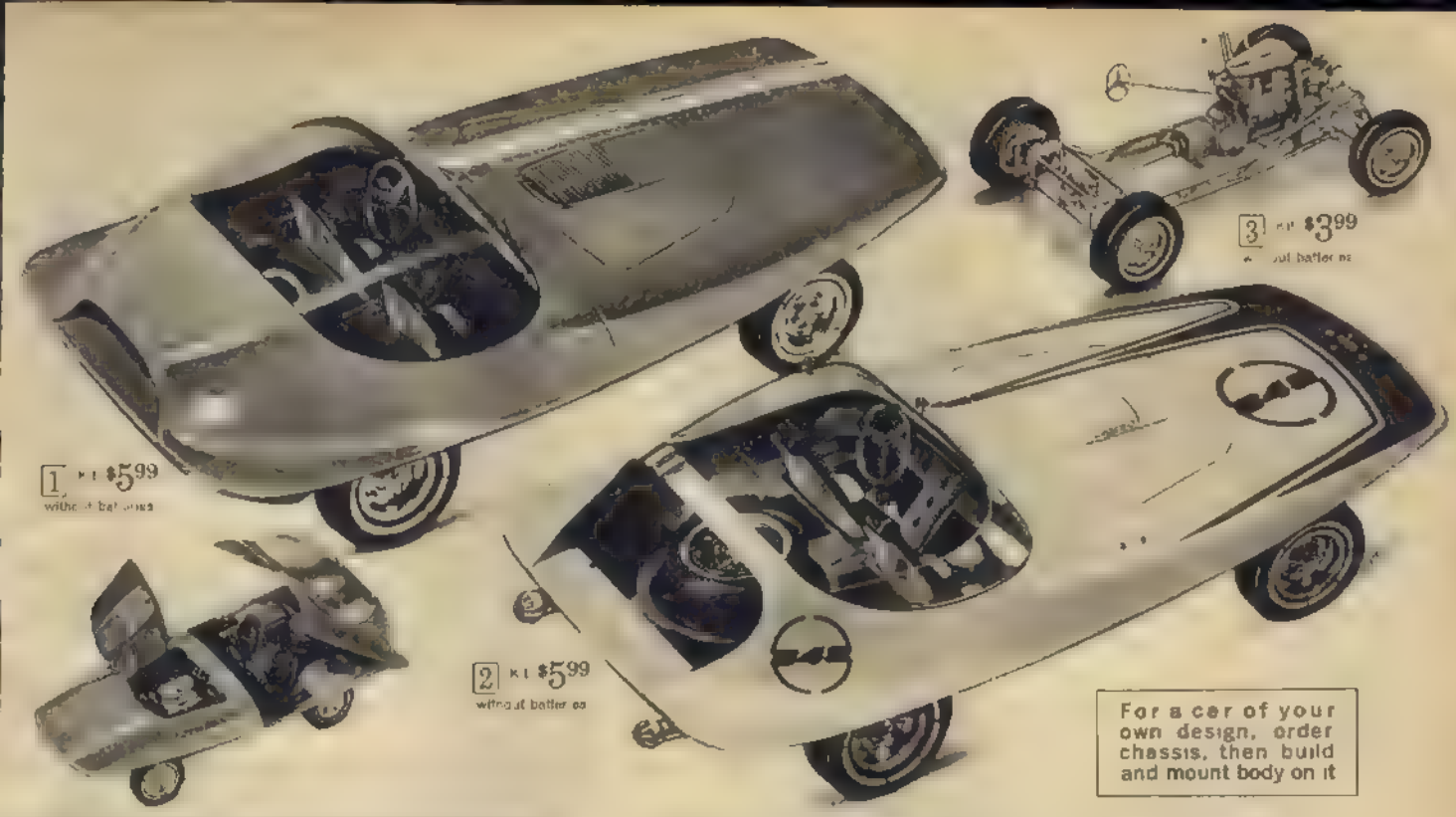
For all Lionel HO Sets.

26 **Straight Track.** 9 in. long.
49N9976 Wt. 3 oz. Each 38c

27 **90° Curved Track.** Radius 9 in.
49N9977-Wt. 3 oz. Each 48c

28 **Lane Changer Track.** Pkg. of 2
49N9980 Wt. 6oz. Pkg. $1.69

Repair Kit (not shown). 4 tires, contact brushes, 2 guide pins, oil.
49 N 7629—Wt. 4 oz.....99c


1 kit $5.99
without batteries
2 kit $5.99
without batteries
3 kit $3.99
without batteries
For a car of your own design, order chassis, then build and mount body on it

Sears Futuristic Sport Cars

Build 2 motorized models with aerodynamic styling, finely detailed interiors, workable steering and clutch

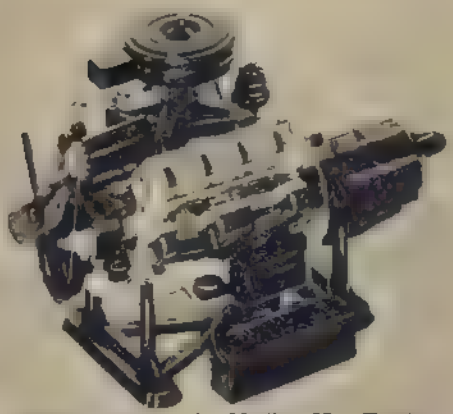
The grand touring cars of tomorrow with reverse airfoil design and independent 4-wheel suspension. Splendidly detailed with Allstate tires, scaled 1960 Chrysler engine, twin Carter 4 barrel carbs., Hahbrand disc brakes and mag-type wheels. Interior boasts bucket seats and padded dash. Lights really work. Tough plastic with clear and chrome-color parts. 15 inches long in the car designer's 1/12 scale (1 in. to 1 ft.) By Lindberg. Order 2 "D" batteries below.

1 **SC100 GT Coupe.** Regal purple with racing-stripe decal. 300-pc. kit.
49 N 2330C—Shpg. wt. 5 lbs..... Kit $5.99

2 **SC101 Roadster.** White with colorful decals. 300-pc. kit.
49 N 2324C—Wt. 5 lbs... Kit $5.99

3 **Chassis only.** Working shock absorbers, springs, brakes, motor and more. All parts chrome-colored except motor, tires. Tough plastic. 11½ in. long. Order 2 "D" batteries.
49 N 2326—Shipping weight 2 pounds ..... Kit $3.99

49 N 4660—"D" Battery. Shipping weight each 4 oz. ..... Each 16c; 4 for 60c



Build and run the Visible V-8 Engine. See pistons move up and down to turn a crankshaft. Authentic? You bet

$7.99 without batteries

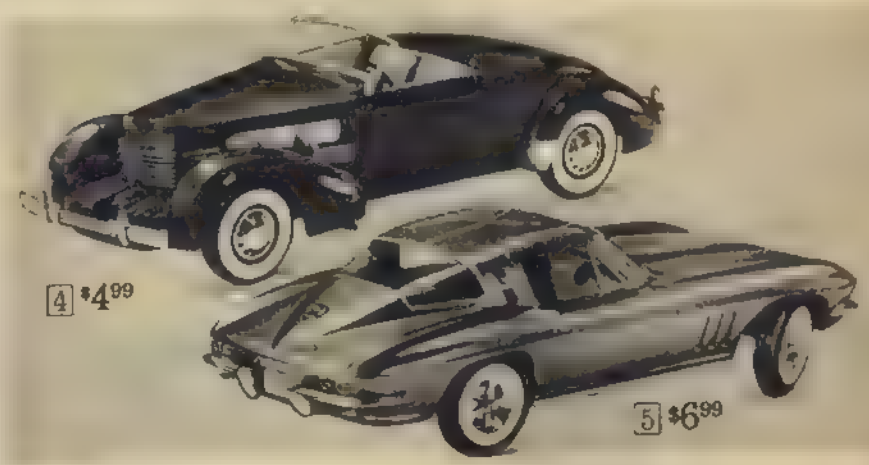
Model is one-quarter actual size. Pistons, rods, rocker arms, valves and fan actually operate. See timed spark plugs work. More than 350 plastic and metal parts in 4 dramatic colors. Miniature motor 14½ in. long. Order 2 "C" batteries below.
79 N 2339C—Shipping weight 6 lbs..... $7.99

"C" Battery. Shipping weight each 2 ounces.
79 N 4665..... Each 16c; 4 for 60c

Plastic model Finishing Kit 77c

Here, in one complete package, you'll find everything needed to assemble and paint any plastic model. Included are six famous Testor's brush-on colors, a paint brush and a tube of plastic cement.
49 N 2388—Shipping weight 8 ounces..... 77c

"Charge It" if you wish



1937 Supercharged Cord by AMT

4 Acclaimed America's most beautifully designed car now in 1/12th scale, 16 inches long. Working steering wheel and doors with crank-open windows. Concealed headlights. Lycoming V-8 engine features a chrome-color supercharger and distinctive exposed exhaust pipes. Authentic "Vogue" whitewall rubber tires. 250 detailed plastic parts. Deep red with chrome color trim. Unassembled.
79 N 2336C—Shpg. wt. 4 lbs..... $4.99

Sting Ray by Monogram

5 The only true sports car made in America. Here in minute detail with fascinating realism. Sleek styling with Corvette's 327 cubic inch V-8 engine having Ramjet fuel injection. Retractable headlights, steerable front wheels. One-piece body and windows. Plastic 1/8 scale 21 in. Unassembled.
79 N 2335C—Shpg. wt. 5 lbs. $6.99

Chain-drive Tractor and Trailer

Tractor and Trailer $19.76 | Tractor Only $15.99

Tractor. Universal steering joint lets you turn a full 360°. 8-inch front, 10-inch rear wheels. Adjustable bucket seat, trailer hitch. Orange with black trim. 37 inches long, 26 in. high. Unassembled.
79 N 8949L—Shipping weight 26 lbs. $15.99

Trailer. Haul rider or parcels . . strong steel, 32x15 inches wide. 7½-inch wheels. Unassembled
79 N 8955C—Shipping weight 10 lbs. $5.97

Tractor and Trailer. *Save $2.20.* Separately . . *$21.96.*
79 N 8960L2—Shipping weight 36 lbs. . . . $19.76

$9.44

It's great fun! Folding-seat Scooter

You'll like this new seat idea. Scoot along, sit back and coast. Big 10-inch, nylon bearing wheels roll on semi-pneumatic tires. Wooden base for sure footing. Brake on rear wheel, parking stand, too. Red and white enamel finished. 39 inches long. Unassembled.
79 N 8803C—Shipping wt. 18 lbs. $9.44

$3.66 $6.47

Jr. Scooter

Sparkling bright and shiny red enamel on steel. 6-inch wheels, ¾-inch rubber tires. 31 inches long Stand. Unassembled.
Shipping wt. 7 lbs.
79 N 8809C. . $3.66

Scooter Chief

10-inch, ball-bearing wheels 1¾-inch rubber tires. Brake and stand. Red steel 38 inches long. Unassembled
Shipping wt 15 lbs
79 N 8813C. $6.47

Save this catalog to order toys from now until Sept. 1, 1966

Putt-putts like a real Tractor

Shift gear to hear motor sound from chain drive

Big side exhaust and play spark plugs show power. Deep-cleat rear wheels give plenty of traction

Tractor and Trail Trac $25.56 | Tractor Only $21.97

Tractor. Steel chassis with plastic exhausts and plugs. Adjustable seat, hitch and step plate. Full ball bearings. 8-in. front, 10-in. rear wheels with semi-pneumatic tires. 37x25 in. high. Red and white. Unassembled
79 N 8934L—Shipping weight 33 pounds $21.97

Trail Trac Trailer. 12x11 in. wide. 8-in. wheels. Red, white. Unassembled.
79 N 8929C—Shipping weight 11 pounds. $6.44

Tractor and Trail Trac Trailer. Unassembled. *Save $2.85.* Separately *$28.41.*
79 N 8939L2—Shipping weight 44 pounds. $25.56

Chain-drive Tractor hitches to 1-seater Dump Trac with lever-action unloading

Super Diesel Tractor makes real motor sound when you shift the gears . . authentically-styled engine . . dual front wheels

Tractor. Ball-bearing chain drive 8-in. front wheels, 12-in. rear wheels. Semi pneumatic tires. tractor tread on rear Adjustable seat Lock ignition. Green and yellow. Unassembled.
79 N 8957N—Shipping wt. 40 lbs. . $26.88

Dump Trac. Steel seat and dump box. Red with white trim. 33x15 inches wide. Unassembled
79 N 8917C—Shipping wt 16 lbs $8.88

Tractor, Dump Trac. Separately . . . . . *$35.76.*
79 N 8968N2—*Save $3.58.* Wt. 58 lbs. $32.18

"N" items (ex 79 N 8957N) shipped freight (rail or truck) or express

Look to Shepherd for a FIX on FUN in 1965

If your boating plans call for quality and seagoing fun, you will do well to take a "fix" on the Shepherd Fleet for '65. Here is a fleet of fine pleasure craft that will serve as a "mark" from which to plan a sound investment in fun and relaxation. In all Shepherd Cruisers and Runabouts you will find unexcelled dollar for dollar value. You will find quality features such as Honduras mahogany transoms and superstructures, double planked bottoms, laminated safety plate glass in cruiser windows, portlights and windshields, pressure water systems, engine and head intake valves fully bonded against electrolysis. You will find workmanship and finish that is truly outstanding. Visit the Shepherd exhibit at the New York Boat Show in January and learn at first hand what *quality* really means, or see your Shepherd Dealer.

SHEPHERD SHOW BOAT... See the new 33 Express at the New York Boat Show. Sleeps 6 in two separate areas of interior. Twin power and electric refrigeration standard.

46 MOTOR YACHT — Sleeps 6 or 8 at owner's option. Master stateroom aft with stall shower. 6.5 KW generator. Electric range with oven and 12 cu. ft. refrigerator-freezer. Safety plate glass throughout. Twin power to 650 HP Diesel available.

41 MOTOR YACHT — Sleeps 8. Spacious flybridge and pilothouse. Safety plate glass throughout. 6.5 KW generator. Electric range with oven and 9 cu. ft. refrigerator. Large master stateroom aft, with stall shower. Twin power to 650 HP Diesel available.

31 EXPRESS CRUISER — Sleeps 6. New high performance deep vee hull. Private cabin forward. Teak decks, safety plate glass throughout. Convertible top and large cockpit. Twin power to 470 HP.

26 EXPRESS CRUISER — Sleeps 4. Single 190 HP engine standard. Twin power optional extra. Available in standard and Sportliner model. Helmsman's chair. Convertible top on Sportliner models.

⚓ Other Shepherd Pleasure Craft . . . 19 & 22 Foot Luxury Runabouts ⚓

COMPARE Craftsmanship . . . Seaworthiness . . . Livability . . . Design . . . Value, and you will choose

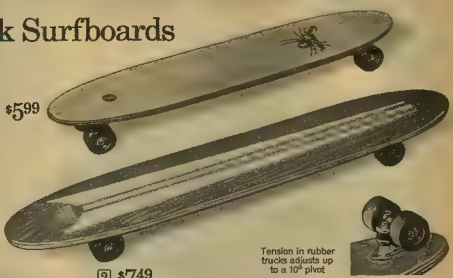
Shepherd QUALITY CRUISERS

NIAGARA-ON-THE-LAKE, ONTARIO, CANADA

Precision Control with cushioned rubber trucks and rink skate wheels

Sidewalk Surfboards

1 $5.99



Tension in rubber trucks adjusts up to a 10° pivot

2 $7.49

Big 29-inch "Spyder" Surfer

1 Adjustable rubber trucks let you steer board, make turns or perform stunts. Professional rink skate wheels with precision ball bearings. Sturdy ¾ in. laminated hardwood, 6½ in. wide.
6 N 2515C – Shipping weight 4 pounds.... ...$5.99

Giant 35-inch "Hang Ten" Surfer

2 Greater distance between wheels makes this board easier to handle, more stable. So sturdily built it supports an adult. Professional rink skate wheels of tough plastic . . easy-rolling bearings. Mahogany-topped 5/8-in. laminated hardwood, 6½ in. wide.
6 N 2509C Shipping weight 4 pounds $7.49

Deluxe 26-inch "Wipe-out" Surfer

3 Something new in surfboards! Heavy-duty fiber glass molded around a beautiful walnut core with solid fiber glass edges. Heavy-duty professional type wheel assembly . . wheels positioned for ultimate maneuverability. 7/8 inch thick. 6½ in. wide.
6 N 2516C—Shipping weight 5 pounds.....$12.99

So sturdy they support an adult

3 $12.99

$5.98

6 thr. or Boys'

Roller Derby Skates . . ball bearing wheels

Rink style skates. Easier to use because they require no clamps or keys . . just slip them on like shoes. Split-leather uppers support ankles. Durable rubber soles. Strong trucks with heavy-gauge steel wheels, smooth-rolling ball bearings.

Junior sizes 12, 13 and 1 to 7. *State full size.* For half size street shoe, order next full size.

Shipping weight 4 pounds.
6 N 2319F—Girls'. White . $5.98
6 N 2318F—Boys'. Black . . 5.98

4 $3.69

4 **Heavy-duty Skates.** Roll smoothly, yet can take punishment. Each steel wheel has 16 ball bearings. Rubber-cushion trucks. Sponge-rubber pad on leather strap protects ankle. Plated steel frame adjusts from 8 to 10¾ in. Key included.

Shipping weight 4 pounds.
6 N 2301.....$3.69

5 $2.69

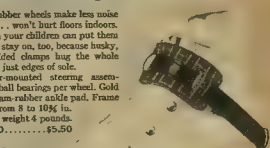
5 **Beginners' Skates.** Built with rubber shock absorbers that really take the bumps. 8 smooth-rolling ball bearings on each steel wheel. Leather strap. Toe clamps adjust. Rugged steel frame adjusts from 7¾ to 9¾ in. Key included.

Shipping weight 3 pounds.
6 N 2303.....$2.69

Ted Williams rubber-wheel Zip-fit Skates even snap onto sneakers

Sturdy rubber wheels make less noise outdoors . . won't hurt floors indoors. And even your children can put them on. They stay on, too, because husky, foam-padded clamps hug the whole shoe, not just edges of sole.

Rubber-mounted steering assemblies. 16 ball bearings per wheel. Gold color. Foam-rubber ankle pad. Frame adjusts from 8 to 10¾ in.
Shipping weight 4 pounds.
6 N 2300.....$5.50



$5.50

HOW TO ORDER RINK SKATES

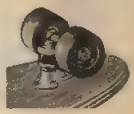
Adults': Order regular street shoe size. Where skates are not available in half sizes, order next larger full size if foot is wider than average. Order the next smaller full size for narrow foot.
Children's: Order the next larger full size.

Precision Control with cushioned rubber trucks and rink skate wheels

Sidewalk Surfboards

1 $5.99

2 $7.49



Tension in rubber trucks adjusts up to a 10° pivot

Big 29-inch "Spyder" Surfer

1 Adjustable rubber trucks let you steer board, make turns or perform stunts. Professional rink skate wheels with precision ball bearings. Sturdy ⅝-in. laminated hardwood. 6½ in. wide

6 N 2515C—Shipping weight 4 pounds..... .$5.99

Giant 35-inch "Hang Ten" Surfer

2 Greater distance between wheels makes this board easier to handle, more stable. So sturdily built it supports an adult. Professional rink skate wheels of tough plastic . . easy-rolling bearings. Mahogany-topped ⅝-in. laminated hardwood. 6½ in. wide.

6 N 2509C Shipping weight 4 pounds..... $7.49

Deluxe 26-inch "Wipe-out" Surfer

3 Something new in surfboards! Heavy-duty fiber glass molded around a beautiful walnut core with solid fiber glass edges. Heavy duty professional type wheel assembly . . wheels positioned for ultimate maneuverability. ⅝ inch thick. 6½ in. wide.

6 N 2516C - Shipping weight 5 pounds. $12.99

So sturdy they support an adult

3 $12.99

$5.98

6 to 8" for Boys

Roller Derby Skates . . ball bearing wheels

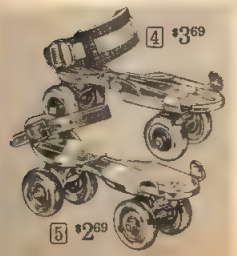
Rink style skates. Easier to use because they require no clamps or keys . . just slip them on like shoes. Split-leather uppers support ankles. Durable rubber soles. Strong trucks with heavy-gauge steel wheels, smooth-rolling ball bearings.

Junior sizes 12, 13 and 1 to 7. *State full size.* For half size street shoe, order next full size.

Shipping weight 4 pounds.

6 N 2319F—Girls' White . .$5.98

6 N 2318F—Boys', Black.... 5.98



4 $3.69

5 $2.69

4 **Heavy-duty Skates.** Roll smoothly, yet can take punishment. Each steel wheel has 16 ball bearings. Rubber-cushion trucks. Sponge rubber pad on leather strap protects ankle. Plated steel frame adjusts from 8 to 10½ in. Key included.

Shipping weight 4 pounds.

6 N 2301 .....$3.69

5 **Beginners' Skates.** Built with rubber shock absorbers that really take the bumps. 8 smooth-rolling ball bearings on each steel wheel. Leather strap. Toe clamps adjust. Rugged steel frame adjusts from 7⅛ to 9⅜ in. Key included.

Shipping weight 3 pounds

6 N 2303.. .....$2.69

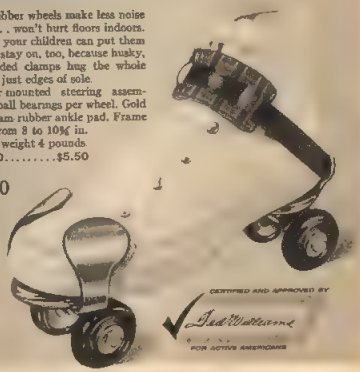
Ted Williams rubber-wheel Zip-fit Skates even snap onto sneakers

Sturdy rubber wheels make less noise outdoors . . won't hurt floors indoors. And even your children can put them on. They stay on, too, because husky, foam padded clamps hug the whole shoe, not just edges of sole.

Rubber mounted steering assemblies. 16 ball bearings per wheel. Gold color. Foam rubber ankle pad. Frame adjusts from 8 to 10½ in.

Shipping weight 4 pounds.

6 N 2300.....$5.50



$5.50

CERTIFIED AND APPROVED BY Ted Williams FOR ACTIVE AMERICANS

HOW TO ORDER RINK SKATES

Adults': Order regular street shoe size. Where skates are not available in half sizes, order next larger full size if foot is wider than average. Order the next smaller full size for narrow foot.

Children's: Order the next larger full size.

Federal Steel's Crestline Division Has New Coaster Wagons, Scooters

Shown above is the Commander (#851) one of the items in a new line of coaster wagons and scooters which will be shown at the Toy Fair by the Crestline Division of Federal Steel Corporation.

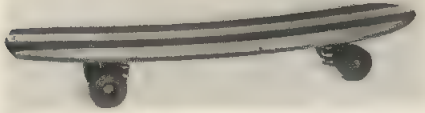
A wide-track suburban deluxe coaster wagon, the Commander has a one-piece, heavy-gauge steel body (38" by 17" by 4¾") with safe, attractive rolled exterior surfaces. The baked enamel fire engine red body is complemented by white wheels and a heavily-braced black undercarriage with a ¾" solid steel axle. The 10" steel wheels have 1¾" suburban type semi-pneumatic, puncture-proof rubber tires.

Other features are a new, deluxe seamless tubular steel handle with a formed handlebar rubber grip, and lifetime self-lubricating graphite bearings with a steel liner. The items are shipped individually in three-color, 32-pound cartons.

Federal's entry into the toy trade follows, by four years, its original emergence in the consumer field with a line of outdoor barbecue equipment. Incorporated in New Jersey in 1869, Federal now operates steel-processing plants at Bristol, Pa., Clarkston, Mich., and Cleveland, and an industrial products and stamping plant at Raritan, N. J. The company's new toy line and barbecue equipment, merchandised under the Crestline trademark, are manufactured at the New Jersey plant.

Abe Safft, vice president in charge of consumer sales, has indicated that Federal has further plans in the toy and housewares fields but that no specific schedule has yet been decided on. Mr. Safft has announced the appointment of Ellis & Marshall Associates, 1426 Merchandise Mart, Chicago 54, to represent the new coaster wagon line in the Midwest and of Colman & Hirschmann, 200 Fifth Avenue, New York City, for the East. Appointments in the South, Southwest and West will be announced later, he said. The items may also be seen at Crestline's showrooms and sales office, 230 Fifth Avenue, New York City.

Sincor's Curved-Shape Skateboard



The Spoon, a new curved shape (concavo deck) skateboard, has been introduced by Specialty Industries, Inc., (Sincor), 2324 Washington Blvd., Venice, Calif.

Sincor says that this skateboard offers greater maneuverability and stability. According to the manufacturer, the position of the legs and feet on a curved skateboard (in which the extremes are higher than the center) is more natural than on a flat one, thus giving better control.

The skateboards are available in six models ranging in retail price at from $4.95-$19.95. Most of the models are inlaid and laminated with light and dark hardwoods and are attractively finished.

Sincor, with 19 years' experience in the manufacture of wood products, has been making skateboards for three years. The company also produces games for adults and children, Aqua Star water skis, folding slides for youngsters, toy chests, trophy plaques and novelty items. Victor J. Petrone, Merchandise Mart, Los Angeles, handles sales of the firm's products.

Multiple Names Schwartz Sales Promotion Manager

Multiple Products has announced the appointment of Stanley Schwartz as sales promotion manager and assistant to Bill Talbot, vice-president in charge of sales.

At various stages of his sales career, Mr. Schwartz spent a number of years as New

Stanley Schwartz

England sales representative of the Wemberg-Rosenblum Sales Corporation, handling Porter Chemical and Everlast. More recently, he held the position of assistant sales and sales promotion manager at Amsco Industries.

"Mr. Schwartz joins Multiple at a time when our new program for 1965 promises to give us a banner year," Mr. Talbot said. "Especially noteworthy have been the newly-introduced Rube Goldberg Animated Hobby Kits and '007' James Bond toys, both backed by in-depth print and national TV promotion. Mr. Schwartz's experience in merchandising and television will be most valuable in Multiple's 12-month TV plans."

Blazon Has Record Year; Barber Elected to Board

Earle Schultz, president of Blazon, Inc., announced at a stockholders' meeting last month in Akron, Ohio, that 1964 was the "biggest year to date" in sales and profits, exceeding any previous year by "substantial percentages."

He attributed much of the year's success to sales of the Sno Wing and expanded line of molded polyethylene spring horses featured by Blazon in both print and television advertising. Mr. Schultz also said that sales for the first three months of the current fiscal year (November 1-January 1) are again "substantially higher" than the same period last year and that "all indications are that Blazon will experience another banner year in 1965."

Also announced at the meeting was the election of Thomas V. Barber of New York City to the board of directors. An associate of J. H. Whitney & Company, New York City, since 1964, Mr. Barber was previously with R. H. Macy & Company for 33 years. At Macy's he rose from sales clerk to vice-president for corporate buying and, during his tenure with the firm, also took charge of an expansion and modernization program at Bamberger's, a Macy affiliate in New Jersey.

Precision Control with cushioned rubber trucks and rink skate wheels

Sidewalk Surfboards

1 $5.99

2 $7.49

Tension in rubber trucks adjusts up to a 10° pivot

Big 29-inch "Spyder" Surfer

1 Adjustable rubber trucks let you steer board, make turns or perform stunts. Professional rink skate wheels with precision ball bearings. Sturdy ¾-in. laminated hardwood, 6½ in. wide
6 N 2515C—Shipping weight 4 pounds $5.99

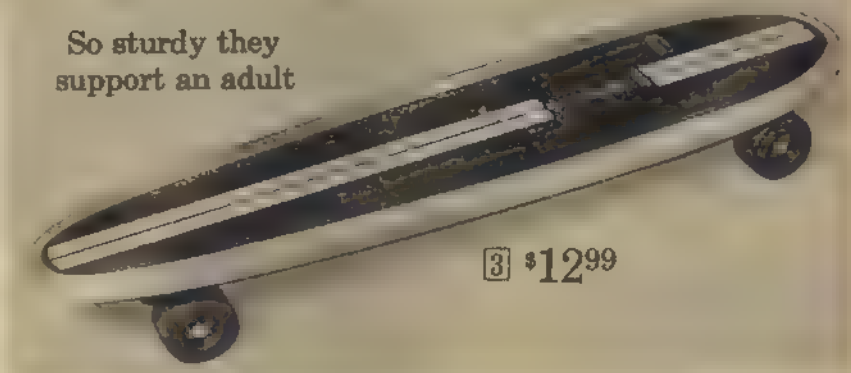
Giant 35-inch "Hang Ten" Surfer

2 Greater distance between wheels makes this board easier to handle, more stable. So sturdily built it supports an adult. Professional rink skate wheels of tough plastic, easy-rolling bearings. Mahogany-topped ¾ in. laminated hardwood, 6½ in. wide
6 N 2509C—Shipping weight 4 pounds . $7.49

Deluxe 26-inch "Wipe-out" Surfer

3 Something new in surfboards! Heavy-duty fiber glass molded around a beautiful walnut core with steel fiber glass edges. Heavy-duty professional type wheel assembly, wheels positioned for ultimate maneuverability, 5½ inch trucks, 6½ in. wide
6 N 2516C—Shipping weight 5 pounds. .. $12.99

So sturdy they support an adult



3 $12.99

$5.88

Roller Derby Skates . . ball bearing wheels

Rink style skates. Easier to use because they require no clamps or keys, just slip them on like shoes. Split leather uppers support ankles. Durable rubber soles. Strong trucks with heavy-gauge steel wheels, smooth-rolling ball bearings.

Junior sizes 12, 13 and 1 to 7. *State full size.* For half size street shoe, order next full size.

Shipping weight 4 pounds.

6 N 2319F—Girls'. White $5.88
6 N 2318F—Boys'. Black 5.88

4 $3.69

5 $2.69

4 **Heavy-duty Skates.** Roll smoothly, yet can take punishment. Each steel wheel has 16 ball bearings. Rubber-cushion trucks. Sponge-rubber pad on leather strap protects ankle. Plated steel frame adjusts from 8 to 10¾ in. Key included.

Shipping weight 4 pounds.

6 N 2301 . .. $3.69

5 **Beginners' Skates.** Built with rubber shock absorbers that really take the bumps. 8 smooth-rolling ball bearings on each steel wheel. Leather strap. Toe clamps adjust. Rugged steel frame adjusts from 7¾ to 9¾ in. Key included

Shipping weight 3 pounds

6 N 2303 . $2.69

Ted Williams rubber-wheel Zip-fit Skates even snap onto sneakers

Sturdy rubber wheels make less noise outdoors . . won't hurt floors indoors. And even your children can put them on. They stay on, too, because husky, foam-padded clamps hug the whole shoe, not just edges of sole.

Rubber-mounted steering assemblies. 16 ball bearings per wheel. Gold color. Foam-rubber ankle pad. Frame adjusts from 8 to 10¾ in.

Shipping weight 4 pounds.

6 N 2300 . $5.50

$5.50

DESIGNED AND APPROVED BY Ted Williams

HOW TO ORDER RINK SKATES

Adults': Order regular street shoe size. Where skates are not available in half sizes, order next larger full size if foot is wider than average. Order the next smaller full size for narrow foot.
Children's: Order the next larger full size

CAROM

packs all the challenge of tricky pool bank shots into a 3½x4 foot compact table

$85.00 cash $8.50 monthly

Built like a standard table with a smooth ¾ in. thick composition bed, durable 100% red wool billiard cloth, lively gum-rubber cushions, bumpers and rigidly braced legs. 35x50 in. Teakwood-grained hardwood frame. Ball return at each end of the table. Folding legs. Complete with two 48-inch hardwood cues, full set of 10 balls (2⅛-inch diameter), chalk and rule book.

6 N 2757N—Shipping weight 92 pounds $85.00

Play indoors on the rug, outdoors on the lawn . . keep in shape for bowling during the between seasons

BOCCE BALL

OBJECT: bowl your bocce ball at the small target ball, closest ball scores

$11.95 complete set

3⅛-inch composition balls scored in different colors for long range identification. Set includes 8 bocce balls, one target ball and complete game instructions. From Italy.

6 N 2513—Shipping weight 9 pounds.... ... Set $11.95

SET 'EM UP, LET'S PLAY

Badminton Set $4.99

Four rackets (from Japan) of laminated Japanese ash. Countersunk nylon strings. Includes 20x7-ft. tape-bound net, 2 plastic shuttlecocks, 2 toggles, stakes, rope, rules.

Shipping weight 6 pounds

6 N 1303C . $4.99

Croquet Set with cart $14.00

For 6 players. Cart rolls on 6-in. wheels, adjustable handles, tubular steel frame. 8¼-in. mallet heads have rubber tips. Compressed maple balls. White plastic-coated wickets can be set in ground by foot. Color matched end posts. Rules included.

6 N 2595C—Wt. 18 lbs. $14.00

$12.97 aluminum Shuffleboard Set $9.97 wood

1 Four 66-in. pushers with aluminum shafts and phenolic plastic tips, eight 6-in. molded plastic discs, 65x42½-in. paint stencil, rules.

6 N 2537L—Shpg. wt. 13 lbs. Set $12.97

2 Four 65-in. lacquered hardwood pushers, eight 5-in. molded plastic discs, 65x42½ inch paint stencil and rules.

6 N 2536L—Shpg. wt. 14 lbs.....Set $9.97

Horseshoes $7.39 set

Four 2½-lb. shoes colored, numbered. Steel stakes. Wt. 21 lbs.

6 N 2584K .. Set $7.39

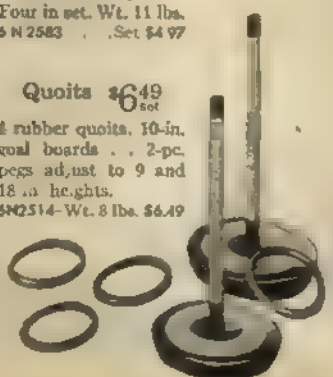
Horseshoes only. Four in set. Wt. 11 lbs.

6 N 2583 . .Set $4.97

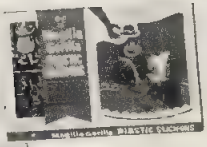
Quoits $6.49 set

4 rubber quoits, 10-in. goal boards . . 2-pc. pegs adjust to 9 and 18 in. heights.

6N2514—Wt. 8 lbs. $6.49



INTRODUCING
Standard Toykraft's
NEW
PLASTIC STICK-ONS™



No. 4221 Magilla Gorilla Plastic Stick-Ons Retail $1.00

No. 4231 Flipper Plastic Stick-Ons Retail $1.00

No. 4211 Skipper Plastic Stick-Ons Retail $1.00

with these special sales features:

No. 4201 Mr. Magoo Plastic Stick-Ons Retail $1.00

- ***NEW*** Full color visual pilfer-proof packaging shows off the excitement, adventure in each **PLASTIC STICK-ONS** set.
- ***NEW*** Full color plastic laminated adventure platform and a host of assorted die-cut **PLASTIC STICK-ONS.**
- ***NEW*** 4 big selling names, SKIPPER, MAGILLA GORILLA, FLIPPER and MR. MAGOO, pre-sell **PLASTIC STICK-ONS.**

PLASTIC STICK-ONS promise to be big in repeat sales too! There are 4 different sets for your customers to buy.

No. 5212 Willie The Plastic Stick-On Weatherman Retail, $2.00

IMPORTANT!

STANDARD TOYKRAFT introduces the new **WENDY, THE** Plastic Stick-On **WEATHER GIRL** set as a companion to the steady selling famous **WILLIE, THE** Plastic Stick-On **WEATHERMAN** set. **WILLIE** is seen and used each day on the Romper Room TV show, in its 10th year. Now **WENDY** joins **WILLIE** to double the sales impact.

Write for new full color catalog.

No. 5212 Wendy The Plastic Stick On Weather Girl Retail $2.00

Standard Toykraft INC.

OFFICES • PLANT: 95 LORIMER STREET • BROOKLYN, N.Y. 11206
SHOWROOM: 200 FIFTH AVENUE • NEW YORK • SUITE 557

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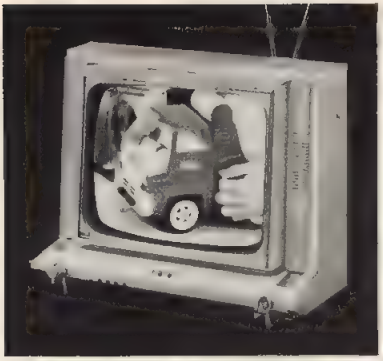


WHY YOU'LL SELL A RECORD NUMBER OF TONKA TOYS THIS YEAR

Why? Because Tonka is backing up its exciting new 1965 line of toys with the biggest consumer advertising and promotion program in Tonka's history.

Tonka, first in steel truck sales, is also consistently first in helping you build the market. And this year our national advertising program has been expanded to include a full-scale, hard-hitting campaign both on television and in consumer magazines.

Television advertising alone will blanket over 50% of the toy buying potential in the country. The spring campaign covers the top 26 markets and the fall campaign covers the top 42 markets. For added impact and sales appeal the commercials will be seen in color wherever color programming is available.

Tonka's magazine advertising features the mass circulation and selective audience of Good Housekeeping and Parents' magazines. Full-page, full-color ads will build demand for Tonka Toys among nine million above-average-income readers who are parents of over six million children under ten years of age.

Another important reason you'll sell a record number of Tonka Toys this year is the addition of the Good Housekeeping and Parents' seals of approval. These highly respected seals are proven sales builders. They are featured in all our TV and magazine advertising as well as on the packaging.

Backing up this advertising campaign is a strong publicity program. It is patterned after last year's success in bringing news about Tonka Toys to the attention of millions of people through the editorial columns of newspapers and magazines and on radio and television programs. In short, you can look forward to a banner year for Tonka Toys in 1965.

Tonka

TONKA TOYS, INC. MOUND, MINNESOTA

NO. 410 SKIPPER-SKOOTER JEWELED BED

NO. 414 SKIPPER-SKOOTER JEWELED VANITY

NO. 418 SKIPPER-SKOOTER JEWELED WARDROBE

NO. 140 SKIPPER-SKOOTER HOUSEKEEPING SET

Skipper T.M. Skooter T.M.

SPARKLING NEW JEWELED FURNITURE WITH GENUINE AMETHYST
RHINESTONE JEWELS—HAND BRUSHED GOLD HIGHLIGHTS—FULL COLOR
PHOTO INSERTS—EXQUISITE DESIGN

MOTHERS SAY YES!

'SKIPPER' and 'SKOOTER' are the trademarks of Mattel Inc. for its DOLLS.
Used under license from Mattel, Inc. © 1965 Mattel, Inc

SAVE $6

on Complete Set of Skis with Bindings, Poles and Boots

(A) Skis, Bindings	$26.95
(B) Ski Poles	6.67
(C) Boots	19.97
Bought Separately	$53.59

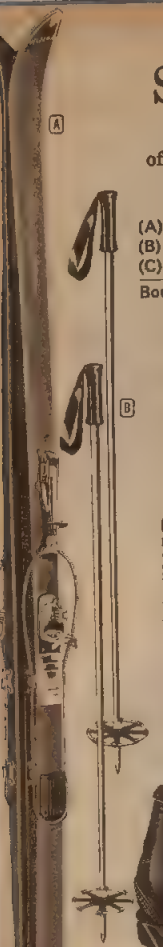
Buy Complete Set For

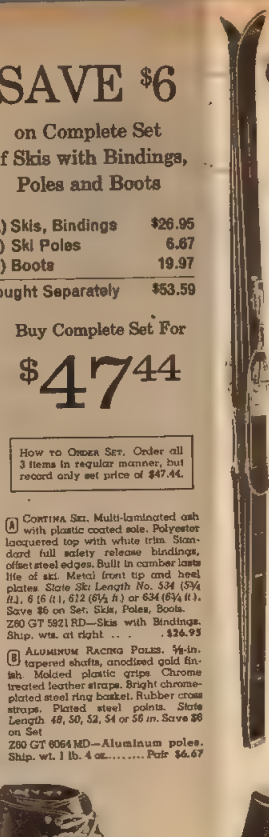
$47.44

How to Order Set. Order all 3 items in regular manner, but record only set price of $47.44.

(A) Contina Ski. Multi-laminated ash with plastic coated sole. Polyester lacquered top with white trim. Standard full safety release bindings, offset steel edges. Built in camber lasts life of ski. Metal front tip and heel plates. *State Ski Length No. 534 (5¾ ft.), 6 (6 ft.), 612 (6½ ft.) or 634 (6¾ ft.).* Save $6 on Set. Skis, Poles, Boots.
Z60 GT 5921 RD—Skis with Bindings. Ship. wts. at right $36.95

(B) Aluminum Racing Poles. ⅝-in. tapered shafts, anodized gold finish. Molded plastic grips. Chrome treated leather straps. Bright chrome-plated steel ring basket. Rubber cross straps. Plated steel points. *State Length 48, 50, 52, 54 or 56 in.* Save $6 on Set
Z60 GT 6064 MD—Aluminum poles. Ship. wt. 1 lb. 4 oz. . . . . Pair $6.67





Bob Beattie, Member of Wards Sports Advisory Board Helps Wards design ski equipment you'll enjoy.

SAVE $5!

Better Ski and Ski-Pole Set

$51.44

Squaw Valley Combi Ski-Pole Set. Plastic laminated top, cello edges. Multilaminated with Kolix racing sole. Deluxe full release bindings—front, lateral release. Interlocking short steel edges. Metal toe tip and heel plate. Set Incl. Poles (B) at left. *State Ski Lgth. No. 6 (6 ft.), 612 (6½ ft.), 634 (6¾ ft.) or 7 (7 ft.) then pole length.* Wts. at right.
W60 T 5947 R—Skis with Bindings and Poles $51.44
Z60 GT 5907 R—Skis and Bindings only $49.95
Z60 GT 5906 R—Skis Alone, No Bindings or Poles . . . $36.95

Youth Ski-Pole Set

Low as **$17.44**

Youth Set. Skis have steel edges, plastic base. Heel, toe plate. Lateral toe release bindings. Jr. alum. poles have plastic ring and wrist strap. Pole lgth. 36, 39 or 42 inches.
Z60 T 5972 MO—4½-ft. Skis. *State Pole Lgth.* Ship. wt. 7 lbs. 4 oz. $17.44
Z60 T 5973 MO—5-ft. Skis. *State Pole Lgth.* Ship. wt. 8 lbs. 4 oz. $18.44
Z60 T 5974 MO—5½-ft. Skis. *State Pole Lgth.* Ship. wt. 9 lbs. 4 oz. $19.84
Z60 T 5975 MO—5¾-ft. Skis. *State Pole Lgth.* Ship. wt. 10 lbs. 4 oz. $21.94

Shipping Weights

Ski Lgth.	Less Bndgs.	With Bndgs.	Set: Skis, Bndgs. Poles
5¾ ft	6 lbs.	10 lbs.	11 lbs. 4 oz.
6 ft.	7 lbs.	12 lbs.	13 lbs. 4 oz.
6¼ ft.	9 lbs.	14 lbs.	16 lbs.
6¾ ft.	10 lbs.	15 lbs.	17 lbs.
7 ft.	11 lbs.	16 lbs.	18 lbs.

See General Cat. for more ski equipment, starts Page 1076.

Adult or Youth Sizes

Good "Double" Boot

$19.97

(C) Crafted of Select Top Grain Leather with hinged backs, full inner boots. Inner boot has semi-speed lacing, hair glove leather lining and padding. Steel arch support, vinyl bound edges. Double stitch toe. Built-in forward lean. Padded, hinged foam tongue. 2-ply leather on 2-ply rubber non-slip soles, Goodyear welted. Men's boots are black with red trim and laces, Ladies' are black with white trim and laces. Ship. wt. 7 lbs.
Z60 GT 6161 D—Men's Boot. *State Full Size. 7–13* . . . . . Pr. $19.97
Z60 GT 6162 D—Ladies' Boot. *State Full Size: 5–10* . . . . . Pr. $19.97

Better "Double" Boot

$28.95

Outer Boot of Select Top Grain Leather with side stitching and reinforced leather. High inner boot has full glove leather lining, full padding, full speed lacing. Steel arch support for proper foot support. Padded, hinged foam tongue. Hinged back with heavy counter. 1-pc. toe. 3-ply leather on 2-ply rubber non-slip soles, Goodyear welted. Men's boots have red trim, laces, Ladies' boots have white trim, laces.
Z60 GT 6172—Men's. *State Full Size: 7–13.* Ship. wt. 7 lbs. $28.95
Z60 GT 6173—Ladies'. *State Full Size: 5–10.* Wt. 7 lbs. $28.95

Junior "Double" Boot

$14.97

Full Double Boot gives your youngster the same firm support all skiers need. Black top grain leather inner boot assures firm support. Glove leather lined. High inner boot with semi-speed lacing. Foam padded tongue. Steel arch support. Hinged back. 4-ply leather sole on rubber. White trim and laces. Right for boys or girls. *State Full Size. 1, 2, 3, 4, or 5.* Ship. wt. 5 lbs.
Z60 GT 6177. . Pr. $14.97

Single Boot

$7.97

Youths'

Top Grain Leather with snow extruder padded top. Non-slip rubber sole. Vinyl bound edges. Inside stitched heel counter. Double stitch toe. Black, red trim, laces.
Boys'-Girls', *State Full Size 1–5.* Ship. wt. 3 lbs.
Z60 GT 6189. . Pr. $7.97
Men's, *State Full Size 6–12.* Ship. wt. 4 lbs. 8 oz.
Z60 GT 6187. . Pr. $9.97
Women's, *State Full Size 5–10.* Ship. wt. 4 lbs. 8 oz.
Z60 GT 6188. . . Pr. $9.97

NO MONEY DOWN
See AID Page 395

Racing

Hunting

Ski Towing

Farming, Towing

The Latest Snowtime Thrill

SNOW GO $784.00

The Family Christmas Gift

- For the family that enjoys outdoor fun all winter long
- For sportsmen who want to hunt or fish in remote areas
- For workmen who must travel when winter closes roads

SUDDENLY IT'S WINTER and the lure of the snow is too much to resist. Hop on the SNOW GO and have the time of your life. More fun than a sled or toboggan. Skim through snow covered country; snow drifted roads and rough terrain can't stop you. Zip uphill and race down a slope. Tow skiers or a toboggan filled with friends. Whiz across that big lake for ice fishing or ride to your favorite hunting spot deep in the woods.

SHAPED WHITE FIBER GLASS COWL accents the smooth lines of the red enameled one-piece steel frame. Under the hood is the 8-HP, 4-cycle air cooled engine, powerful and dependable, specially designed by Koehler for snow machines. No messy oil mixing for better fuel economy. No antifreeze needed; no freeze-ups possible; faster warm up. Koehler servicing available across the country. Molded, weather-resistant, 18-inch rubber track has steel cleats to grab and go on slickest ice.

AUTOMATIC TRANSMISSION adjusts for any type of surface from glare ice to deep, soft snow, uphill or down. Seat with sturdy backrest accommodates two adults and a child, has thick foam cushion with weather resistant red vinyl cover. Plenty of leg room for maximum comfort. Curved vinyl windshield deflects wind, blowing snow and driving sleet, offers minimum wind resistance.

SEALED BEAM HEADLIGHT has bright beam for safer night travel. High-tensile steel steering skis with leaf spring suspension for a smoother ride. Sturdy towbar at rear. Actual weight 320 lbs.

HAVE MORE FUN THIS WINTER with the Riverside SNOW GO, the new way to enjoy winter. And cost is no problem. Charge it, no money down and no payments till January. See AID, Pages 394–395.
61 T 14053 R—Ship. wt. 430 lbs .... Cash **$784.00**

SATISFACTION GUARANTEED

BIG, BIG TRACK and Sears alone has it

Strombecker "Formula 4"

COMPETITION SLOT RACING

with all the electrifying action of a commercial raceway track

Get a really big layout of nearly 27 feet of 4-lane track, not just 2. Get 4 hot speedsters, not just 2. Get loads of room for cars to really go . . then slot racing can easily become all-family fun. When Dad and Mom see the cars flash down the track, powerslide and fishtail around the curves, roar out and hurtle into the stretch, they'll want "in" on these action-packed thrills.

Made exclusively for Sears by Strombecker, famous for quality. The set includes 20 sections of straight track, 12 of curved, 24 of 30° add-on curved . . a total of 56 sections of official black top plastic track. Also, 24 sections of fence, the 4 ready-to-run cars (4⅜ to 5¾ in.) shown below, 4 plunger rheostats with brakes. New design 14-volt power pack, track clips, locking lugs, wires, overpass supports, warranty, guide book. UL listed, 110-120-volt, 60-cycle AC.

79 N 9517C—Shipping weight 16 pounds.....$89.95

Make it a 2-lane layout with 54 feet of track

$89.95 cash

$8.50 monthly

No Money Down on anything Sears sells

Cars designed to outperform, outlast all others. 1/32-scale. 22,000 rpm 12-volt high torque motor, sprung armature. Brass chassis, plastic bodies, rubber tires.

STROMBECKER Continental Challenger

Sleek Jaguar XK-E and Ferrari race over more than 28 feet of fast track

$29.95

Exact 1/32 scale models of the famous British car, Jaguar XK-E, and an equally impressive Italian car, the Ferrari Berlinetta. Competition-proven Strombecker motors simulate the spectacular performance both cars deliver on actual speed ways. You feel as if you are really driving as you guide your car around fast turns and through long straightaways at blinding speeds. The cars react as their full-size counterparts would . . with all of the fishtailing and power drifts on the curves. Plastic and metal tracks, 5½-inch cars. Complete with overpass supports, guard rails, 2 hand controls, 14-volt power pack, and guide book.

49 N 9505C—Shipping weight 10 pounds. $29.95

No Money Down on anything Sears sells

STROMBECKER European Road Race

An amazing low price for a set with such finely-detailed cars, over 13 feet of track

$19.95

Swift little road racers, a Lotus MK XIX and Porsche RS-61, accurately detailed in exact 1/32 scale. Cars are about 5½ inches long. The strong, competition-proven 12-volt motor powers both racers. These high-torque motors give real-life action to racers and test reactions of "drivers" as they swish around this tricky course. Rheostat hand controllers let you adjust speeds of cars and also apply brakes. Plastic and metal cars, roadway with guard rails, overpass supports. 14-volt power pack, guide book.

79 N 9512C—Shipping weight 7 pounds. $19.95

15 authentically detailed

CAR KITS

. . all 1/32 scale

$2.94 each

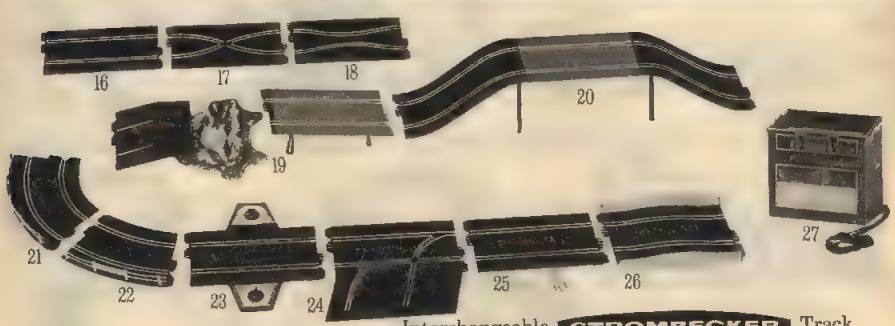
Famous kits designed to produce cars that can really perform. 12-volt high torque motor. Polystyrene body, rubber tires, decals . . and driver Cars 4 to 5¾ in. long. Unassembled.
Shipping weight each kit 10 oz.....Kit $2.94

(1) 49 N 7612–Cobra GT. The new breed in racing
(2) 49 N 7618–Porsche 904 GT. 2 litre newcomer
(3) 49 N 7602–Jaguar XKE. World renowned
(4) 49 N 7603–Ferrari GTO Berlinetta. Sensation!
(5) 49 N 7606–Porsche RS 61. "Silver Stormer"
(6) 49 N 7607–Lotus MK XIX. Fierce competitor
(7) 49 N 7605–BRM Formula 1. A 1.5l. champion
(8) 49 N 7619–D-Jaguar. Aerodynamic speedster
(9) 49 N 7625–Ferrari Testa Rosa. 3 litre V-12
(10) 49 N 7639–Maserati Formula 1. Famous
(11) 49 N 7601–Cooper Formula 1. Indianapolis
(12) 49 N 7621–Indy 6/1 Racer. (With 6 decals)
(13) 49 N 7604–Midget 6/1 Racer. (With 6 decals)
(14) 49 N 7620–Dragster. Famed "Silver Ghost"
(15) 49 N 7634–Ford GT Competition Car. New

Car Repair Kit (not shown). Kit includes 4 tires, 4 pick-up wires and 1 guide pin.
49 N 7627—Shipping weight 4 ounces.....98c

Strombecker Motor

Quality 12-volt high torque motor with latest in printed circuit. Easily installed in minutes.
49 N 7647 -Wt. 4 oz.....$2.87



Interchangeable STROMBECKER Track

16 **Straight Track.** Package of 2. each section 12 in. long.
49 N 7608–Wt. 10 oz. Pkg. $2.37

17 **Lane Changer.** Package of 2
49 N 7617—Wt. 11 oz. $2.97

18 **Chicane-Obstacle.** 1 pc. track
49 N 7644—Wt. 5 oz. $2.37

19 **Jump Track.** 1 ramp, pond lip, supports. No straight track.
49 N 7611–Wt. 1 lb 4 oz. $2.97

20 **Hill Climb.** 1 up, 1 down track, supports No center track.
49 N 7643—Wt. 1 lb. . .$2.97

21 **Curved Track.** Pkg. of 2. For 2-lane, 4 lane inside curves
49 N 7609 Wt. 12 oz. . $2.87

22 **30° Curved Track.** Pkg. of 2 For 2-lane, 4-lane outside curves
49 N 7640–Wt. 12 oz. . Pkg. $2.87

23 **Mechanical Lap Counter.**
49 N 7641—Wt. 1 lb... $2.97

24 **LeMans Start Track.** 1 piece.
49 N 7610—Wt. 12 oz.. $2.37

25 **Terminal Track.** 1 piece.
49 N 7642—Wt. 8 oz. . $2.87

26 **Hump Track with Bridge.** 1 pc.
49 N 7645—Wt. 8 oz. . $2.37

27 **Electric Lap Counter.** Shipping weight 1 lb. 8 oz.
49 N 7646.....$7.99

28 **Power Pack.** 12-14 volts. UL listed. On-off switch with circuit breaker to prevent overheating. 110-120-volt, 60 cycle AC
49 N 7616—Wt. 1 lb. 8 oz. . $6.97

29 **Rheostat with Brake.** Pistol grip, variable speed hand throttle, thumb brake control. Speedometer shows "miles per hour." Plastic Leather grain finish. 4 in. long
49 N 7614—Wt. 4 oz.....$1.97

SAVE THIS CATALOG
You can order toys from pages 441 to 473 from now until September 1, 1966

Strombecker Accessories

THRILL DRIVERS

Action race set by Eldon

See the spectacular Cannon Jump and Sky-Hi leap—just two of the many stunts you see in actual auto thrill shows—now yours in fascinating miniature scale

$19.99

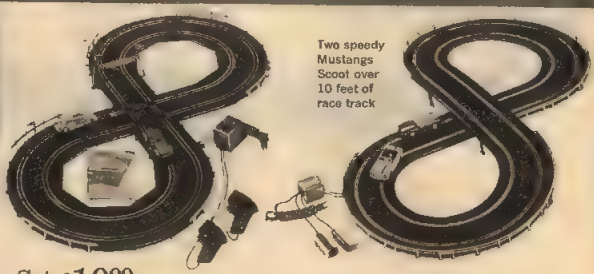
Send two stock cars around a 40x72-inch long track and see them perform thrilling, crowd-pleasing jumps and stunts. From the breath-taking cannon jump, the zig-zag zone, the spinning-clown on the sky-hi ramp to the brick crash barrier there are thrills galore.

1/32nd scale plastic cars, completely assembled, feature a high-speed motor gear drive. Clear-plastic windshield and windows, racing rubber tires and official markings, too. Control all the action with pistol-grip rheostat hand controls. 6-volt power pack provides the punch. Two extra car bodies included for a change of pace.

49 N 9520C—Shipping weight 14 lbs.....Set $19.99

Crash cars thru "brick wall" barrier
Speed up ramp on 2 wheels then land
Rising obstacles test driving skills
Automatic lane changer
Extra car bodies included

Never before such excitement! Race 'em, crash 'em and watch cars fly apart . . snap parts together and race them again



ELDON Crash Car Set $10.99

Two modified, ready-to-roll, 1937 Chevy jalopies made of high-impact plastic let you smash these cars together with gay abandon. They crash at the daredevil crosstrack on a 24x48-inch long figure "8" track. 1/32nd scale, gear-driven cars feature high-speed motors and rubber racing tires. There are hand-painted drivers sitting behind the wheel, but you control all the action with pistol-grip rheostat controls.

Speedometer gives you an idea of the speed they're going. Track layout made secure with plastic guard rails on the curves. Start and finish banner with flags let you sponsor rip-roaring races. 6-volt power pack included.

49 N 9518—Shipping weight 6 pounds . . . . Set $10.99

Marx Figure 8-Race $9.99

Action-striped plastic Mustangs race each other on this most exciting over-and-under figure 8 track. 1/32nd scale cars powered by high-speed motors that are gear driven. Cars roll on racing rubber tires. Hand-grip controls let you set the pace.

8-volt power pack converts simple electricity into exciting racing thrills. Trestle set-up. Fence section helps keep rampaging Mustangs on the right track.

49 N 9501 –Shipping weight 4 lbs. 12 oz Set $9.99

NOTE: All items on page U.L. listed, 110–120 volt, 60 cycle AC.

No Money Down on anything Sears sells

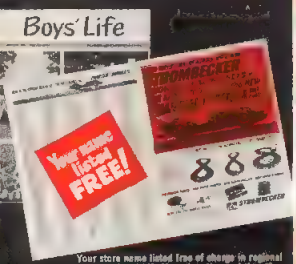
Mystery ✳ Intrigue ✳ Adventure

TRAFFIC! SALES! PROFITS!

Sign up in the STROMBECKER

PHANTOM FORMULA RACER CONTEST NOW

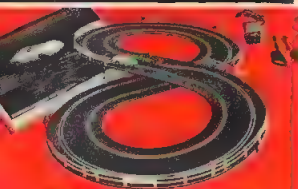
1. FREE! Your name listed in October Issue, BOYS' LIFE MAGAZINE.


Boys' Life
STROMBECKER
Your name listed FREE!
Your store name listed free of charge in regional editions, Boys' Life Magazine. You and the other leading merchants of the country become headquarters for the Phantom Formula Racer Contest!

2. Expect an onslaught of eager boys.

3. FREE Display Kit. FREE Giveaways

PHANTOM FORMULA
Win
Bring your STROMBECKER PHANTOM FORMULA RACER CARS HERE!
All you do is display the posters and mention the giveaways to everyone entering the Phantom Formula Racer Contest.



4. COMPLETE BOTH "1" AND "2" BELOW AND MAIL AT ONCE

1 State _____ City _____

Store Name _____

Jobber's Name _____

2. Store or Dept. Mgr. _____

Store Name _____

Address _____

City _____ State _____ Zip _____

This sign-up form must be received by August 13, 1965. Submit separate form for each store.

Mail to: Strombecker Corporation
Phantom Formula Racer Contest Headquarters
4646 W. Lake Street
Chicago, Illinois 60644

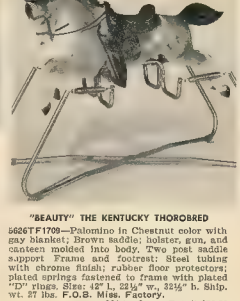
STROMBECKER

Bouncing Horses

STURDY AND SAFE RIDES FOR CHILDREN

"FLYING CLOUD" THE ARABIAN

5627TF1995—Horse of the Year! Body made of 90 layers of pure, natural latex of uniform thickness—no thin spots to wear out quickly. Dazzling dapple Grey; vivid blanket; canteen crop, and lariat molded into body. Yellow saddle. White mane, and White tail. Sturdy tubular steel construction is chrome plated. Rubber floor protectors, plated springs fastened to plated "D" rings. A real beauty. Sizes: 42" L, 33½" w., 29¾" h. Ship. wt 28 lbs. F.O.B. Miss. Factory. Mfr's. Sugg. Retail $35.00



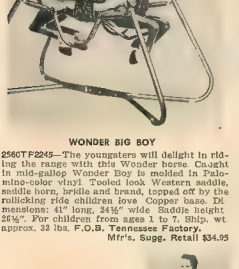
"BEAUTY" THE KENTUCKY THOROBRED

5626TF1709—Palomino in Chestnut color with gay blanket; Brown saddle; holster, gun, and canteen molded into body. Two post saddle support. Frame and footrest: Steel tubing with chrome finish; rubber floor protectors; plated springs fastened to frame with plated "D" rings. Size: 42" L, 23½" w., 32½" h. Ship. wt. 27 lbs. F.O.B. Miss. Factory. Mfr's. Sugg. Retail $30.00

"SPEEDY" THE PALOMINO

5628TF1425—Strong latex molded body; yet, never hardens in cold weather nor softens in summer. Light Chestnut color with White mane and tail. Canteen, lariat, exotic blanket molded into body. Brown saddle and reins. Red frame. Strong tubular steel construction, rubber floor protectors. Size 41¾" l., 23½" w., 33¼" h. Ship. wt. 35 lbs. F.O.B. Miss. Factory.

Mfr's. Sugg. Retail $25.00



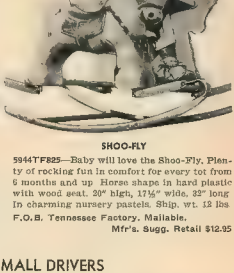
WONDER BIG BOY

2560TF2245—The youngsters will delight in riding the range with this Wonder horse. Caught in mid-gallop Wonder Boy is molded in Palomino-color vinyl. Tooled look Western saddle, saddle horn, bridle and brand, topped off by the rollicking ride children love. Copper base. Dimensions: 41" long, 24½" wide. Saddle height 26½". For children from ages 1 to 7. Ship. wt approx. 32 lbs. F.O.B. Tennessee Factory.

Mfr's. Sugg. Retail $34.95

RIDE 'EM LOTUS RACER

6130T467 A beauty to look at, fun to ride and easy on the furniture. Molded of premium grade polyethylene, provides uniform wall thickness, fine detailing, extra sturdiness. High gloss blue finish with silver color trim. Soft tone horn. Direct steering mechanism. Easily assembled Overall size 31" long and 15½" high. Ship wt 6 lbs Mailable. Mfr's Sugg Ret. $6.95



SHOO-FLY

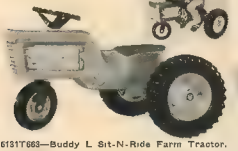
5944TF825—Baby will love the Shoo-Fly. Plenty of rocking fun in comfort for every tot from 6 months and up. Horse shape in hard plastic with wood seat. 20" high, 17½" wide, 32" long In charming nursery pastels. Ship. wt. 12 lbs.

F.O.B. Tennessee Factory. Mailable.

Mfr's. Sugg. Retail $12.95

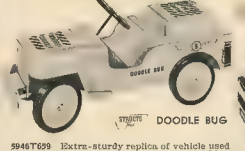
SIT AND RIDE VEHICLES FOR SMALL DRIVERS

SIT-N-RIDE FARM TRACTOR



6131T663—Buddy L Sit-N-Ride Farm Tractor. New, improved, poly Sit-n Ride tractor offers hours of fun to the young farmer. Authentically detailed with 11" poly-pneumatic "Non-Mar" tires, realistic molded bucket seat, trailer hitch, auto steering. Easy to assemble. Length 37¾", width 20", height 16½". Ship. wt. 6 lbs. Mailable. Ages 1½ to 6. Mfr's. Sugg. Ret. $9.95

RIDE-ER DOODLE BUG



5946T699 Extra-sturdy replica of vehicle used at air fields to guide aircraft to proper parking locations. Steers easily. Safe rubber bumper. Convenient, roomy hauling compartment in rear. Yellow finish with black design. Sturdy steel construction. L. 25½", W. 10½", H. 12½". Ship. wt. 14 lbs. Mailable.

Mfr's. Sugg. Retail $9.88

RIDE-ER DUMP TRUCK

5947T432 Steering wheel actually steers. Slide-in seat can be removed to convert truck to regular dump truck. Tailgate opens for dumping. A durable all-steel toy with lots of play value. Sturdy steel construction with red and white finish. L. 26½", W. 7¼", H. 10½". Ship. wt. 8 lbs. Mailable.

Mfr's. Sugg. Retail $6.48

STRUCTO MFG. CO.

TIMBER TOTER

Trailer is die–cast metal. Carries six genuine wood logs/ held in place by two metal chains that lock. Cab has "fifth wheel" coupling device, trailer has dual tandem wheels.

Length– 22-7/8–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
433–359	406	31 lbs.	$4.98

Six in a carton

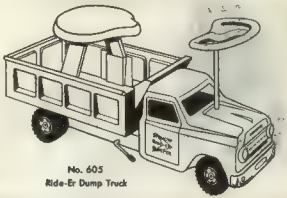
HYDRAULIC SANITATION TRUCK

Upper gate opens automatically to unload bucket. Body raises hydraulically to dump load from lower gate. Length 18-1/16–inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
433–367	604	33 lbs.	$ 6.98

Six in a carton

RIDE -ER DUMP TRUCK



No. 605
Ride-Er Dump Truck

Steering wheel actually steers, seat can be removed for loads - Length, 20-1/16–inch-

Stock No.	Mfg. No.	Wt. ctn-	Each
494–856	605	52 lbs.	$ 6.49

Six in a carton

RIDE-ER DOODLE BUG

No. 925
Ride-Er Doodle Bug

Sturdy replica of vehicle used at Air-field -Steers easily- Safe rubber bumper - Length, 25½–inches-

Stock No.	Mfg. No.	Wt. ctn-	Each
480–939	925	16 lbs.	$ 9.98

One in a carton

PAGLIUSO ENGINEERING CO-

PAGCO RACER

Authentic in design - ready to run with life-like driver, & has custom rubber tires & realistic engine sound - & it features a powerful spring motor that provides runs of 200-feet at speeds up - to 20 m.p.h. Constructed of shatterproof, hi-impact styrene.

Stock No.	Mfg.No.	Wt.ctn-	Each
484-485	2502	15 lbs.....	* $ 2.98

Twelve in a carton

Steel Construction Sets

$9.99 each

Both sets really grade, dig, load and haul

Save $2.46 on 5-piece Army Engineer's Set

Rugged floor toys in heavy gauge steel . realistic moving parts detailed interiors. Set includes (1) 12 inch Sand Hopper (2) 12 inch Dump Truck (3) 19 inch Road Grader (4) 11-inch Jeep (5) 11 inch Bulldozer.

79 N 5597C	—5 piece Set Shpg wt 15 lbs *Separately $12.45*	Set $9.99
(1)	49 N 5512—Sand Hopper Shipping weight 2 pounds	1 99
(2)	49 N 5479 Dump Truck. Shipping weight 3 lbs. 12 ounces	1,99
(3)	49 N 5477 Road Grader Shipping weight 3 lbs. . . .	3 99
(4)	49 N 5558 Army Cub. Shipping weight 2 pounds . .	1 89
(5)	49 N 5471—Bulldozer Shipping weight 2 pounds	2.59

Save $3.89 on 4-piece Road Building Set

Action-packed toys of heavy-gauge steel (6) 18 inch Power Shovel Automatic scooping, bucket release (7) 15-inch Hydraulic Dump Truck Lever operated action (8) 17-inch Road Grader. Adjust blade direct steering (9) 15-inch Fit-Lift Loader Digs, loads, dumps.

79 N 5421	—4-pc. Set. Wt 15 lbs *Separately $13.85* .	Set $9.99
(6)	49 N 5646 Power Shovel Shipping weight 5 lbs 3 oz	4 97
(7)	49 N 5661— Dump Truck Shipping weight 3 lbs. 3 oz	2.97
(8)	49 N 5614 -Road Grader. Shipping weight 3 lbs. 8 oz	2 97
(9)	49 N 5484 -Fit-Lift Loader. Shipping wt 3 lbs. 12 oz .	2 97

$3.97

Turnpike Dump Truck . . hydraulic action, friction motor

Fill it up, turn it on and it goes away with heavy load in tow. Press lever and hydraulic-cylinder raises body for dumping. Modern cab with wrap-around windshield, rubber-tired wheels give it a big-truck look. From Japan. 15 in. long. Plastic, metal.

49 N 4284 -Shpg. wt. 3 lbs. 8 oz. . . .$3.97

$3.97

Turnpike Cement Mixer revolving drum, friction motor

A press of the lever starts hydraulic-type action that slowly dumps load of "cement." Smart cab with wrap-around windshield sits between 2 diesel exhausts. Sturdy steel body, plastic trim. Rubber tires. From Japan. 14 inches long.

49 N 4233—Shpg. wt. 4 lbs $3.97

$3.99

Motor-sound Cement Mixer . . drum revolves and tilts

A cement mixer that really "mixes." Dump sandy ingredients in, revolve drum . . tilt it and mixture comes out and down chute. Real across floor for a roaring, real motor sound . . just like the big mixers. Plastic heavy-gauge steel. 14 inches long

49 N 5532 Shpg. wt 4 lbs. 4 oz. . . $3.99

Fire Chief's Car leads the way for a Water-shooting Pumper . . Rescue Squad aids "injured"

3-piece Fire-fighting Set $7.89

Put out a raging "fire" with pumper fire engine. Swivel deluge gun actually shoots water up to 7 feet with garden hose attached. Ladders are removable. You've cleared the way with the fire chief's car with pretend flasher and siren. A rescue squad stands by with stretcher in case there's trouble. All vehicles sport high-gloss enamel and roll on non-marking whitewall tires. Each unit 12 inches long.

79 N 5596C—Shpg wt. 8 lbs. .Set $7.89

Pumper Fire Engine $5.98

Snorkel Fire Truck $6.98

Wailing siren clears the way . . snorkel basket with fireman turns 180°

Save $1.08 on Pumper and Snorkel Set $11.88

Pumper. You're ready to answer the alarm to fires large or small. Move this fire engine by friction power and turn crank to hear siren wail. Made of metal and strong plastic. Rubber-tired wheels 16 inches long.
49 N 4258 –Shipping weight 4 pounds. $5.98

Snorkel Fire Truck. When you press lever, boom reaches up to put out those high fires. Basket with fireman can turn 90 degrees left or right. Moves right along under friction power. Metal and plastic. 19 inches long.
49 N 4254 Shipping weight 4 pounds. $6.98

Pumper and Snorkel Fire Truck Set. Save. *Separate prices total $12.96*
49 N 5678 –Shipping weight 8 pounds. . . . . Set $11.88

Pumper and Fire Truck From Japan

Powerful motor-sound Fire Rescue Truck $3.97

Engine roars as you race to a fire to the sound of friction power. Pretend flasher on cab clears the way. Two ladders for "climbing" tall buildings. Non-mar plastic tires. Steel truck 13 in. long.
49 N 5530—Shipping weight 3 pounds 4 ounces. $3.97

$2.97

Suburban School Bus

Detailed interior and roof signs with "flashers." Hinged endgate. Swing-out stop sign. Smart white wall, non-mar plastic tires; shiny bright grille and bumpers. Metal and plastic. 15 inches long.
49 N 5551—Shipping wt. 2 lbs. 8 oz. . . . $3.97

$3.97

U.S. Mail Delivery Truck

Sliding side doors open, back doors swing out to unload the "mail." There's a dashboard, driver's seat and steering wheel inside. Whitewall, plastic tires; chrome-plated hubs. Steel 11½ in. long.
49 N 5545—Shpg. wt. 2 lbs. 11 oz. $3.97

$4.97

Hydraulic Sanitation Truck

Friction-powered "motor" sound. When hand-operated bucket reaches top, gate opens. Bucket dumps load into truck. Hydraulic cylinder raises and drops load out lower gate. Steel 18 in. long.
49 N 5560—Shpg. wt. 5 lbs. 4 oz. $4.97

Steel Construction Sets

$9.99 each

Both sets really grade, dig, load and haul

Save $2.46 on 5-piece Army Engineer's Set

Rugged floor toys in heavy-gauge steel . . realistic moving parts . . detailed interiors. Set includes (1) 12-inch Sand Hopper. (2) 12-inch Dump Truck. (3) 19-inch Road Grader. (4) 11-inch Jeep. (5) 11-inch Bulldozer.

79 N 5597C 5-piece Set. Shpg wt 15 lbs. *Separately $12.45* Set $9.99

(1) 49 N 5512 Sand Hopper. Shipping weight 2 pounds . . . 1.99

(2) 49 N 5479 – Dump Truck. Shipping weight 3 lbs. 12 ounces . 1.99

(3) 49 N 5477 Road Grader. Shipping weight 3 lbs. 3.99

(4) 49 N 5558 – Army Cab. Shipping weight 2 pounds . . . 1.89

(5) 49 N 5471 – Bulldozer. Shipping weight 2 pounds . . . 2.59

Save $3.89 on 4-piece Road Building Set

Action-packed toys of heavy-gauge steel. (6) 18-inch Power Shovel. Automatic scooping, bucket-release. (7) 15-inch Hydraulic Dump Truck. Lever-operated action. (8) 17-inch Road Grader. Adjust blade, direct steering. (9) 15-inch Hi-Lift Loader. Digs, loads, dumps.

79 N 5421L 4-pc. Set. Wt. 15 lbs. *Separately $13.88* Set $9.99

(6) 49 N 5646 Power Shovel. Shipping weight 5 lbs. 3 oz . . 4.97

(7) 49 N 5661 Dump Truck. Shipping weight 3 lbs. 3 oz . . 2.97

(8) 49 N 5614 – Road Grader. Shipping weight 3 lbs. 8 oz . . 2.97

(9) 49 N 5484 Hi-Lift Loader. Shipping wt. 3 lbs. 12 oz . . 2.97

$3.97

Turnpike Dump Truck . . hydraulic action, friction motor

Fill it up, turn it on and it goes away with heavy load in tow. Press lever and hydraulic cylinder raises body for dumping. Modern cab with wrap-around windshield, rubber tired wheels give it a big-truck look. From Japan. 15-in. long. Plastic, metal.

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$3.97

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$3.99

Motor-sound Cement Mixer . . drum revolves and tilts

A cement mixer that really "mixes." Dump sands ingredients in, revolve drum, tilt it and mixture comes out and down chute. Roll across floor for a roaring real motor sound . . just like the big mixers. Plastic, heavy gauge steel. 14 inches long.

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3-piece Fire-fighting Set **$7.89**

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$5.98

Snorkel Fire Truck
$6.98

Powerful motor-sound Fire Rescue Truck $3.97

Engine roars as you race to a fire to the sound of friction power. Pretend flasher on cab clears the way. Two ladders for "climbing" tall buildings. Non-mar plastic tires. Steel truck 13 in. long.

49 N 5530—Shipping weight 3 pounds 4 ounces. $3.97

Wailing siren clears the way . . snorkel basket with fireman turns 180°

Save $1.08 on Pumper and Snorkel Set **$11.88**

Pumper. You're ready to answer the alarm to fires large or small. Move this fire engine by friction power and turn crank to hear siren wail. Made of metal and strong plastic. Rubber-tired wheels. 16 inches long.

49 N 4258 Shipping weight 4 pounds. $5.98

Snorkel Fire Truck. When you press lever, boom reaches up to put out those high fires. Basket with fireman can turn 90 degrees left or right. Moves right along under friction power. Metal and plastic. 19 inches long

49 N 4254—Shipping weight 4 pounds. $6.98

Pumper and Snorkel Fire Truck Set. Save *Separate prices total $12.96.*

49 N 5678—Shipping weight 8 pounds. . . . . Set $11.88

Pumper and Fire Truck From Japan

$3.97

Suburban School Bus

Detailed interior and roof signs with "flashers." Hinged endgate. Swing-out stop sign. Smart white-wall non-mar plastic tires, shiny bright grille and bumpers. Metal and plastic. 15 inches long

49 N 5551—Shipping wt. 2 lbs. 8 oz. $3.97

$3.97

U.S. Mail Delivery Truck

Sliding side doors open, back doors swing out to unload the "mail." There's a dashboard, driver's seat and steering wheel inside. Whitewall, plastic tires, chrome-plated hubs. Steel 11½ in. long

49 N 5545 Shpg. wt. 2 lbs. 11 oz. $3.97

$4.97

Hydraulic Sanitation Truck

Friction-powered "motor" sound. When hand-operated bucket reaches top, gate opens. Bucket dumps load into truck. Hydraulic cylinder raises and drops load out lower gate. Steel. 18 in. long

49 N 5560 Shpg. wt. 5 lbs. 4 oz. $4.97

Cuddly Animals

I'm Over 2½ Feet Tall But So Lightweight and Cuddly

Big Huggable Size Plush Bear fits right into your arms, can be taken along anywhere because he's so light. Cocoa and honey-colored plush. Felt tongue, pompon nose, rolling eyes, bright ribbon around his neck. About 33 in. tall.
48 T 6434 M—Shipping weight 5 lbs... ..... $4.99

Shop Early, Phone Early—See Page 392

We Are Big Enough To Sit On

Hop on . . . these toyland favorites make great sized-right companions for TV-watching tots.

Jumbo Sleeping Dog makes a wonderful sit-on for tots. Soft plush head, flannelette body, cotton stuffing, red felt tongue, tail with squeaker. About 23 in. long.
48 T 7410 M—Shipping weight 4 lbs. 8 oz. $2.99

Ride-Em Bear on swivel casters. All plush with rolling eyes, felt tongue and eyepatches, pompon nose. Plastic leash for holding on. About 20 inches long.
48 T 6466 M —Ship. wt. 7 lbs. $4.99

Lovable Bears To Treasure For Years

1-2 Bears With "Voice." Squeak when squeezed. Softest plush, locked-in eyes, felt tongue. Cotton filled.

(1) Panda Bear. Black and white. Abt. 13½ in. tall.
48 T 6710—Shipping weight 12 oz.. $1.99

(2) Honey Bear. Brown and Tan. About 13½ in. tall.
48 T 6709—Shipping weight 12 oz. $1.99

3 New Furry Bear of blue and white long pile plush, rolling eyes, pompon nose, felt tongue, ribbon bow. A real pleasure to snuggle.
48 T 6465—Abt. 15 in. tall. Ship. wt. 1 lb. 2 oz. $3.99

4 Musical Honey Bear with Swiss music unit that plays lullaby. Rolling eyes, soft plush body.
48 T 6456 -Abt. 13 in. tall. Ship. wt. 1 lb. 8 oz. $3.49

5-10 Six irresistible, soft, lovable rag dolls that really talk! You never know what these lively, impetuous characters are going to say next. Pull their Chatty-rings (no batteries needed) and they'll surprise you every time. Make cheery Christmas gifts.

5 New Bugs Bunny. Gray and white plush. Complete with famous wisecracks.
48 T 6541—Abt. 24 in. Wt. 2 lbs. 2 oz..$6.77

6 Woody Woodpecker. Blue corduroy suit, felt hands, feet, crown.
48 T 6689—Abt. 18 in. Wt. 1 lb. 6 oz.. $6.99

7 New Porky Pig. Painted face. Stuffed body. Says lots of stuttery lines.
48 T 6487—Abt. 17 in. Ship wt. 2 lbs. $6.99

8 Bozo the Clown. Blue suit, red hair.
48 T 6402—Abt. 18 in. Wt. 1 lb. 12 oz. $5.64

9 New T-Bone Dog. Hilarious hound has southern drawl. Cotton body, vinyl face.
48 T 6468—Abt. 11 in. Wt. 2 lbs.. .....$6.99

10 New Herman Munster. Green vinyl hands and head. Makes funny remarks, such as "I eat spinach . . for my complexion!"
48 T 6554—Abt. 21 in. Wt. 2 lbs. 4 oz. $7.49

TV Favorites We All Talk *by MATTEL*

SUN'S SENSATIONAL FOR '65

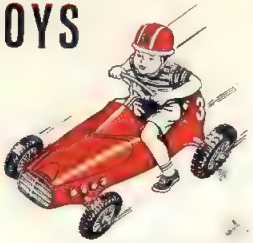
SUN "Ride-a-Way"

TM.

TODDLER TOYS

Big as Life, just as sturdy, as handsome and perfect as only SUN'S unusual rotational casting process can make them — these are SUN'S "Ride-A-Way" Toddler Toys — headed for a sensational selling year in '65!

Here's the line that will ring up sales for you as it cashes in on the current craze for sports cars and racing. It's a big 16" x 30"— biggest and huskiest toy ever rotationally cast by Sun, and molded accurately to the nation's big race car features. It's another sensational value from SUN!



WRITE FOR FULL COLOR CATALOG SHEET!

THE SUN RUBBER COMPANY

BARBERTON, OHIO 44203 / AREA CODE 216 / 753-2231

SEE US AT THE TOY FAIR
ARCADE 102 and ROOM 1210
200 FIFTH AVE. BLDG., N. Y., N. Y.

THE SUN RUBBER COMPANY

SO_WEE BABY DOLL

10_inches tall. Movable head, arms and legs. Stationary eyes also cries. Includes bottle and diaper.

Stock No.	Mfg. No.	Wt. ctn.	Each
473–447	12208	5 lbs.	$ 3.00

Individually boxed; Six in a carton

SO_WEE DRINK/WET DOLL

10_inches tall. Movable head, sleeping eyes. 2_way, two-tone voice. Diaper and bottle included in a window box.

Stock No.	Mfg. No.	Wt. ctn.	Each
473–470	12217	9 lbs.	$ 2.00

Twelve in a carton

LITTLE BOY BLUE

Boy and dog in decorated Nursery rhyme gift-box_2-way, two-tone voice.

Stock No.	Mfg. No.	Wt. ctn.	Each
473–504	13401	13 lbs.	$ 2.00

Twelve in a carton

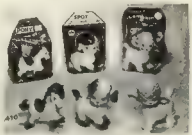
THREE LITTLE KITTENS

Cat and Kitten in decorated Nursery rhyme gift box. 2-way, two-tone voice.

Stock No.	Mfg. No.	Wt. ctn.	Each
473–512	13404	13 lbs.	$ 2.00

Twelve in a carton

LAMB/PONY/DOG ASSORTMENT



6 by 6 _inches high. 2_way, 2-tone voice. Movable head. Poly_wrap-card with hang up header. Assorted, three each.

Stock No.	Mfg. No.	Wt. ct.	Per Asst.
473–553	13410	5 lbs.	$ 12.00

One assortment in a carton

DUCK/FISH/TURTLE/FROG ASSORTMENT

5 to 6¼_inches long. 2_way, 2-tone voice. Poly_wrap card with hang-up header. Assorted, three each.

Stock No.	Mfg. No.	Wt. ctn.	Per Asst
473–702	13429	5 lbs.	$ 12.00

One assortment in a carton

VICTOR STANZEL CO.

ELECTRONIC FLASH

Battery operated, push button controlled. Wingspan, 14 inches. Batteries not included.

Stock No	Mfg.No.	Wt.ctn.	Each
492-033	EF/40	9 lbs.	$ 2.98

One in a box, Twelve in a carton

SONIC JET

SONIC
SONIC
SONIC

Super Deluxe "Big 4" For Power

Big, BIG 4-WHEEL Tractor—almost 4 ft. long—with BIG 16-in. power wheels. Heavy automotive gauge steel . . powered by heavy-duty ball bearing chain drive, enclosed for safety. Adjustable, spring mounted seat. Bright chrome-plated headlight, sun umbrella. Realistic molded plastic engine block, trailer hitch. TRAILER is kiln-dried hardwood, steel cleats, 7-in. wheels, graphite bearings. *Cans not incl.* Tractor shipped Frt., Truck or Exp.

48 T 5314 R—TRACTOR 42x24x45 in. high. Ship. wt. 39 lbs. **$24.88**
48 T 5305 MO—TRAILER. Abt. 15x30 in. Wt. 21 lbs. *Mail.* . **9.49**
48 T 5354 R—TRACTOR AND TRAILER. Ship. wt. 60 lbs... **30.88**

$24.88
Tractor Only

All Steel Tractor

$9.88

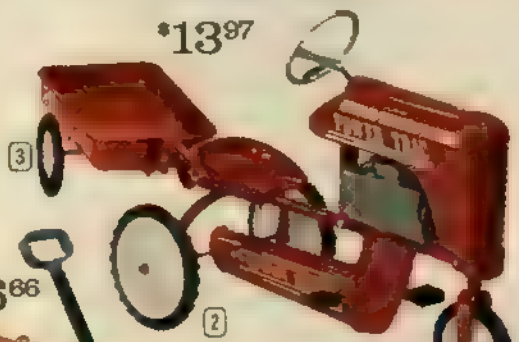
[1] PEDAL DRIVE with 360° front turning wheel. 10-in. ball-bearing rear wheels. Seat adjusts. Hitch, semi-pneumatic tires. Red with White trim. Abt. 37x17½x26 in. high.
48 T 5404 MO—Ship. wt. 22 lbs. *Mail*. . . **$9.88**

[2] STURDY CHAIN DRIVE TRACTOR. Over 3 ft. long! Heavy-gauge steel, 2-coat enamel finish. Polyethylene "motor," adj. seat, trailer hitch. Semi-pneumatic tires. Ship. wt. 25 lbs.
48 T 5313 MO. About 37x19x28 in. *Mail* **$13.97**

[3] MULTI-USE RED TRAILER. All-Steel, 7½-in. wheels, solid rubber tires. Wt. 10 lbs.
48 T 5463 M. About 35x15x10 in. *Mail*. **$5.27**

Power Trac Tractor

$13.97



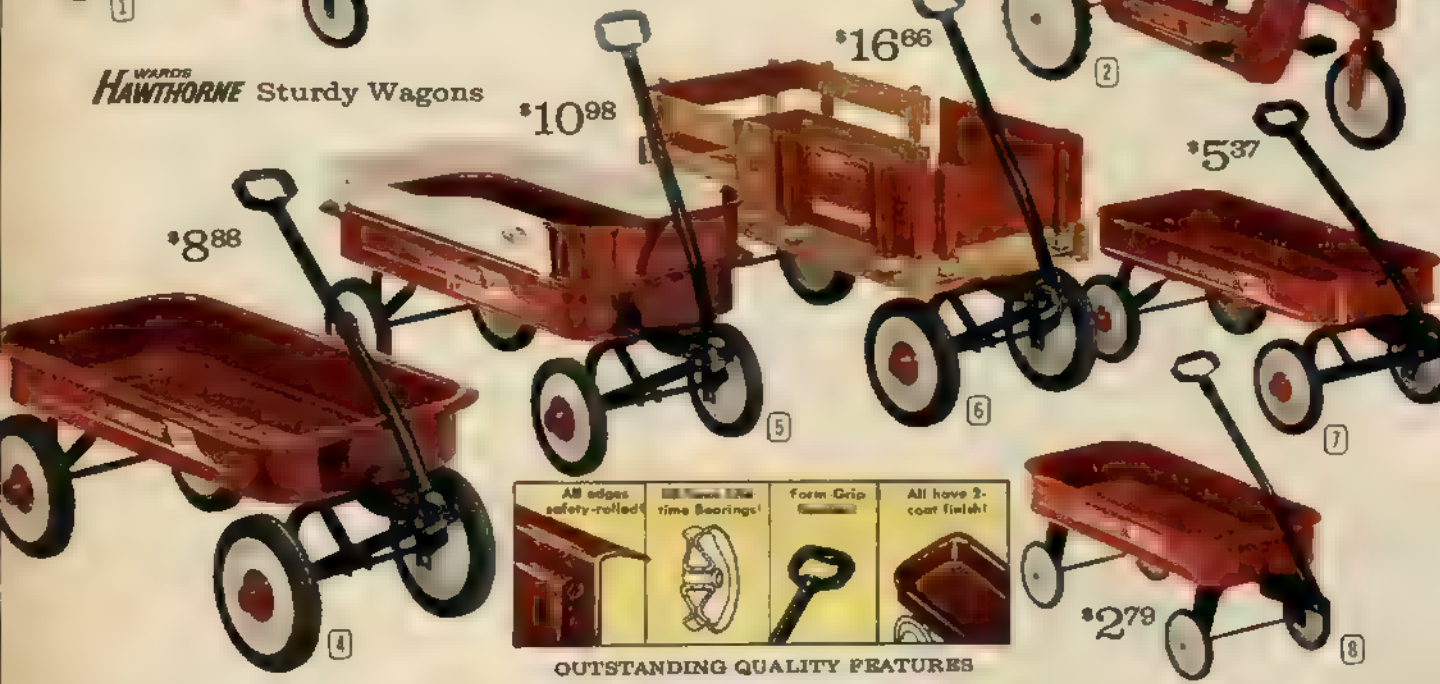
WARDS HAWTHORNE Sturdy Wagons

$16.66

$10.98

$8.88

$5.37



OUTSTANDING QUALITY FEATURES

$2.79

[4] [5] DELUXE HAWTHORNE WAGONS—2-coat Metallic finish. Rugged [illegible] quality features above. Automotive gauge steel bodies, semi-pneumatic tires. Malleable

(4, HAWTHORNE 800. 10x1¾-in. wheels. 36x17x4½ in.
48 T 5302 MO. Ship. wt. 32 lbs **$8.88**

(5) HAWTHORNE 900. Removable enameled steel sides, 8½x1¼-in. wheels. 36x17¾x8¼ in.
48 T 5312MO-Wt. 32 lbs. **$10.98**

[6] WARDS GARDEN MATE STAKE WAGON. Big, strong and rugged for heavy loads. Remove sides for coasting fun. Clear spar varnish finish; kiln-dried hardwood body reinforced with steel cleats, enamel trim. 10-in. steel wheels, easy-rolling EverWear graphite bearings need no oiling. 1¾-in. semi-pneumatic tires. Seamless tubing handle, vinyl-coated grip. Size 38x16x9¾ in.
48 T 5311 MO—Ship. wt. 43 lbs. *Mail*. **$16.66**

[7] [8] WARDS HAWTHORNE STURDY COASTER WAGONS. Have all quality features shown above. Strong 1-piece steel bodies. Solid rubber tires. Baked enamel finish. Red with White trim.

(7, HAWTHORNE 400. 7x¾-in. wheel. 28x13x3¾ in.
48 T 5303MO—Shipping weight 17 lbs. *Mail*. **$5.37**

(8) HAWTHORNE 200. 5x½-in. wheel. 20x10¼x3 in.
48 T 5300MO—Shipping weight 7 lbs. *Mail*. **$2.79**

A Talk of the Town VALUE

It's fun to pretend . . rev it up, it sounds just like a motorbike engine!

WARDS HAWTHORNE
Our finest in sidewalk bikes

V-RROOM! $3.88 (E)
Motor sound unit fits on most bikes and trikes
BY MATTEL

BEST 20-IN BIKE
Free Motor Sound Unit
$29.88

Rev Up the Motor Mount the Battery Start and it Roars Quiets Just Like Real Motorbike Engine Sounds Motor Speeds Up to a Full Roar Has Throttle Control Lever Shifts Like a Real Motorbike Handlebar Mounted Type Ignition Switch Gas Gauge Chrome Fenders Rear Luggage Rack

Heavy Duty Tubular Frame Welded Reinforced for Extra Rigidity Heavy Duty Ball Bearing Hub Bicycle Coaster Brake for Added Safety

Note these extra features: White sidewall tires are semi-pneumatic, puncture-proof with chain treads. Adjustable buddy seat is padded Chrome-plated light

Training outrigger is easily removable Remove cross bar to convert to girls' model Two coat red metallic and charcoal with white trim Sound unit needs 2 "D" batteries, order opposite page 20-in. wheels, 22-26-in. Leg Reach.* Ship. wt. 40 lbs.
48 T 5449 R—Ship. Frt., Trk. or Exp. $29.88

(E) LOOKS AND SOUNDS JUST LIKE A REAL MOTORBIKE ENGINE! Unlock the motor with your key, turn it and listen to the authentic and powerful motor roar Speed it up to a full roar. Made of sturdy plastic, remote control panel mounts to handle bar Motor operates only when key is inserted Uses 2 "D" cell batteries (not included), order on opposite page *Mountable*
48 T 5347—Ship. wt. 2 lbs. $3.88

WARDS HAWTHORNE

FREE
Motor Sound Unit
with
20-in. Bikes

(F)
Good
$15.85
16-In.

Za-Zoom

Motor (B) included with 20-in. model

(G)
Better
$22.95
16-In

Za-Zoom

Motor (B) included with 20-in. model

Beginner's 12-in. Bike
$13.88

(F) (G) SIDEWALK BIKES WITH BIG BIKE STYLING Sturd, welded heavy-duty tubular steel frames training wheels Converts easily from Boy's to Girl's model Cadmium plated rims, ball bearing hub 1¾-in semi pneumatic, puncture-proof tires Ship. Frt., Trk. or Express Za-Zoom Motor (B) opp page needed at no extra charge with 20-in. bikes For other bikes order motors (B) or (E)

(F) Well built but low priced In middle features above, enameled rims, pedals, tool, steel saddle

20-IN WHEEL—With Motor, coaster brake Leg Reach* 22 to 26-in.
48 T 5448R—Ship. wt. 39 lbs. $23.88

20-IN WHEEL COASTER BRAKE Leg Reach* 20 to 24-in. No motor sound
48 T 5563R Ship. wt. 33 lbs. $19.39

16-IN WHEEL, DIRECT DRIVE No motor sound unit.
48 T 5570R—Ship. wt. 32 lbs. $15.85

(G) Has all quality features above PLUS rear luggage carrier, ¾-in bright chrome plated tubular steel handlebar. Plastic grips streamers padded saddle, coil springs, white wall tires Both sizes include coaster brakes

20-IN WHEELS WITH MOTOR Wt. 40 lbs.
48 T 5448R 22 26-in. Leg Reach* $27.88

16-IN WHEELS (No motor.) Wt. 34 lbs.
48 T 5557R 20 24-in. Leg Reach* $22.95

*Leg Reach Note, See opp. page

NEW OFFICIAL Skipper™ JEWELED BED

Simply Beautiful with Imported Amethyst Rhinestone Jewels and Full Color Photo Insets in Head and Foot. Soft Taffeta Spread and Pillow with Dainty Brocade Overlay. Hand-Brushed Gold Highlights. Matching "Skipper" Jeweled Vanity and Jeweled Wardrobe also Available.

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Mold and paint your own eerie monsters or battle-storming troops . . quick and easy

Emenee's Formex "7" Casting Sets

$5.79

"Create" your own Dracula, Frankenstein, Mummy and others . . paint them in horrifying colors! Simple to do . . just heat magic Formex "7" in Dyna-Cast thermal unit (comes with regular light bulb) . . pour liquid in casting molds . . dip in cooling tank. Formex "7" is a non-toxic material that can be reused again and again. Paint set included. 110-120-volt, 60-cycle AC. UL listed.

79 N 1661C—Shipping weight 4 pounds..... Set $5.79

Military Casting Set. Like above but has soldier, jeep, tank molds.

79 N 1662C—Shipping weight 4 pounds..... Set $5.79

Save this catalog . . you can buy toys on pages 441 to 673 from now until Sept. 1, 1966

Mix flesh-colored plastic in cauldron . . pour into skull mold . . let it harden to the perfect texture, then remove. Watch your favorite monster face shrink before your eyes.

Head Shrinkers Kit $3.19

Just like the witch doctors of old you mix "powdered flesh" and "petrifying potion" . . includes enough to shrink at least 12 heads. Also 3 mask molds, cauldron, mixing rod, brush, paints and bag of hair.

49 N 1769—Shipping weight 2 pounds 8 ounces. . . . . Kit $3.19

That horrifyingly hilarious TV family

Munster's Casting Set

$3.59

They're weird . . they're eerie . . they're lots of fun, too. Mold the whole Munster family and paint them wild. Just mix Castex "5" compound with water, pour into molds and let dry. Makes up to 25 frighteningly funny figures with molds of Herman Munster, Lily, Eddie, Marilyn and Grandpa. Paints, brush included.

Shipping weight 4 lbs.

79 N 1734C.....$3.59

Make blocks, logs, play pipes and more with

Play-Doh® Fun Factory $2.94

Make your own building and play pieces in 12 different shapes with your own Fun Factory. Just insert one of the interchangeable dies . . add Play-Doh compound to the pressing machine. Trim edges of pieces as they come out . . use different shapes to get unusual effects on buildings, cabins, fences. "Create" whole cities with animals, trees, exotic shapes of the future. Set includes two 7-ounce cans of clean, non-toxic Play-Doh compound, 12 dies, trimmer and instruction booklet

49 N 1695—Shipping weight 3 pounds 2 ounces..... Set $2.94

Place dough in mold to make your own toys

Form-a-Toy

$1.69

Press colorful dough in molds to make your own horses, cars, cowboys, soldiers and children. Fun to paint and display. Three 7-oz. packs of dough included.

49 N 1777—Wt. 2 lbs....$1.69

Color Dough

79¢ to 99¢

Keep damp to mold with fingers . . let dry for permanent objects.

Five 7-oz. pkgs., 5 colors. 4 molds. 49N1773–Wt. 2 lbs. 8 oz....79¢

Set of three 1-lb. pkgs., 3 colors. 49N1775–Wt. 3 lbs. 8 oz....99¢

GAMES *for the Entire Family*

Players actually run bases

Electric Baseball $5.99

ELECTRIC BASEBALL GAME WITH REALISTIC BIG LEAGUE ACTION. Play ball! Youngsters will have hours of excitement all year 'round. Remote controlled pitcher throws either balls or strikes . . or change-ups to fool the batter. You control the bat and try to slam the magnetic ball to the wall for a homer or a triple . . makes doubles and singles . . or even bunts. It's possible to throw moving runners out at any base . . try to get a double play or even a triple play. The scoreboard on the outfield fence keeps track of balls, strikes, outs and runs. Game includes: 4 players, metal base, steel stand. For 2 players. Use regular baseball rules. For 110 Volts, AC.

48 T 935 M—For ages 9 and up. Ship. wt. 4 lbs. 4 oz. . . **$5.99**

Michigan Rummy
$2.99

Shenanigans
$1.95

Monkeys And Coconuts
$2.66

Go For Broke
$2.79

Booby Trap
$2.99

Lie Detector
$3.72

Skee Ball

The popular Carnival skill game $3.88

PULL THE HANDLE and try to shoot the ball through the air and into the highest scoring hole. Skee Ball is the favorite Carnival game scaled down to toy-chest size. Even totals score automatically as you play. Looks like the real thing, plays like the real thing. Any number can play. Ages 6 and up. Made of sturdy metal. About 28¾xl1ix16½ in. high. Ship. wt. 6 lbs.

48 T 984 M. . **$3.88**

Score added up automatically as you play

CLASSIC ELECTRIC FOOTBALL
$11.66
A $5.44
Electric Football Game
• Speed control
• Paint your own players
B
• Large 3-ft. gridiron
• Larger players in 5 realistic poses
• Offensive and defensive players can run, block, tackle
• Triple threat quarterback for each team can run, kick, pass
• Paint your own players, press on numerals
• Automatic timer stops and starts with each play
• Colorful grandstand with adjustable scoreboard

A ELECTRIC FOOTBALL GAME . . Two full teams, action posed 3-D players—linemen and backs. Quarterbacks run, pass, kick and even fumble. Water soluble paints to color players; press on numerals. Automatic timer, scoreboard; movable goal posts. Magnetic down markers. Improved speed control. Abt. 26x15½x1¾ in.
48 T 933 M—*Matlable* Ship. wt. 4 lbs. **$5.44**

B CLASSIC ELECTRIC FOOTBALL GAME. Deluxe features include automatic timer that starts and stops with each play, and exclusive game board mountings which eliminate "dead spots" for continuous action. 24 large figures in 3-D action poses. Colorful grandstand crowd. Magnetic down and ball marker with chain. Colorful scoreboard. Move goal posts to college or pro positions. Speed control improved with printed dial and plastic knob. Four color palette of water soluble paints for coloring the uniforms in your own team colors. About 37¾x20¼x3 inches. *Matlable*
48 T 934 MO—Ship. wt. 10 lbs. 12 oz. . . **$11.66**

They Talk, Talk, Talk . . Mouths Really Move

New! Animal Yackers

"Crackers" the parrot

(9) $8.97

(10) $8.97

"Larry" the lion

(9) CRACKERS THE TALKING PLUSH PARROT says: "Hi there. I'm Crackers. I'm your pal." He has phrases of response when you pull his string. Needs no batteries. His beak actually moves while he talks. He's 15 in. tall, of soft plush with soft vinyl wings. With plastic perch from which he can be held and carried around.
48 T 6419—Ship. wt. 3 lbs. 4 oz. **$8.97**

(10) LARRY THE LION with mouth that really moves while he talks. Pull his string, he says 3 different phrases like "I'm protector of the forest." No batteries needed. He's fun to cuddle. Soft plush with vinyl mouth. He's a wonderful pet for kids of all ages, from tots to teens.
48 T 6418—Ship. wt. 3 lbs. 4 oz. **$8.97**

A [illegible] VALUE

Sister Belle specially priced again this year for Christmas giving

SISTER BELLE, the lovable talking rag doll. Just pull her chatty ring and she says 3 different phrases like "Sing me a song," and "Let's play house." No batteries needed. She has long yarn hair, wears removable pinafore. About 17 inches tall.
48 T 3872—Ship. wt. 2 lbs. 9 oz. . . . . Only $3.83

New Low Price at Wards

$1.87 Was $5.88 last Christmas

Cecil and His Disguises

CECIL AND HIS DISGUISES [illegible] Soft plush [illegible] Snapper [illegible] Eyes, [illegible] mustache, don's mane, false teeth
48 T 6583—Ship. wt. 2 lbs. Only **$1.87**

TV FAVORITES

We all talk

$7.66

$5.87

$5.33

BUGS BUNNY sassy talking rabbit clutches his carrot, says "I gee I hurt myself, I love carrots, champ-ch-ch-ch-champ, and other phrases. No batteries needed. Plug in ball pulled with cotton vinyl hands and wood arms and legs can change action.
48 T 6586—Wt. 3 lbs. 4 oz. **$7.66**

TALKING BOZO THE CLOWN wears his polka dot clown suit and comical oversize shoes. Pull his chatty ring, and he says many different phrases like "That's a real tooth" and "Lick." No batteries needed. His fuzzy head, otter stuffed body is ringed ready to run. Att. 18 in. tall.
48 T 6402 Wt. 1 lb. 12 oz. **$5.87**

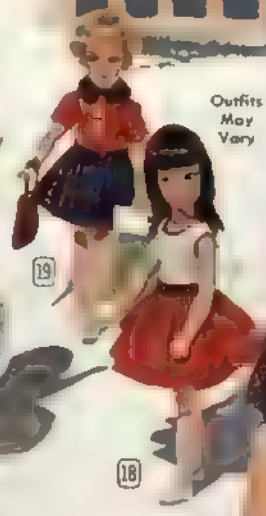
LOVABLE CASPER, the friendly talking ghost is made of soft white plush. He says 3 different phrases like "I'm a friendly ghost" and "I don't want to scare you." When you pull the Chatty Ring. No batteries needed. Break resistant plastic head. 15 in. tall.
48 T 6500—Wt. 2 lbs. 8 oz. **$5.33**

SHERMAN VIOLETTE. She talks, her eyelids, mouth actually move!
48 T 4 35 X Find out all about her on Pg. 2 Wt. 1 lb. 4 oz. **$6.83**

Pick Any 2 Outfits **SAVE 10%**

Choose Any Two or More Outfits for Pepper and her playmate Patti—add selling prices, then subtract 10%—this is all you pay.

Outfits May Vary



Pepper

Tammy's little sister and Patti her new playmate, who is only at Wards

14 15 PEPPER AND PATTI are such good friends, they do everything together—dress them in outfits for games and parties. Both are saucy, button-nosed charmers, with 9-in. pre-teen bodies molded of sturdy plastic. Fully jointed, rooted hair to comb and brush. They both wear the same size dresses.

(14) PEPPER with blonde pageboy, dress and shoes.
48 T 8316—Ship. wt. 6 oz. Only **$1.74**

(15) PATTI with long bob, wears dress and shoes, too
48 T 8318—Ship. wt. 6 oz. Only **$1.74**

16 SNOWFLAKE - snowsuit
48 T 8319D—Wt. 4 oz. **$2.74**

17 COAT AND MATCHING HAT
48 T 4378D—Wt. 4 oz. **$1.67**

18 FULL SKIRTED DRESS
48 T 8326D—Wt. 4 oz. **97c**

19 TEACHER'S PET—dress
48 T 8325D—Wt. 4 oz. **97c**

20 VELVET TOP party dress
48 T 8329D—Wt. 4 oz. **$1.64**

21 DRESS AND SHOES, ACCES
48 T 8328D—Wt. 4 oz. **$1.99**

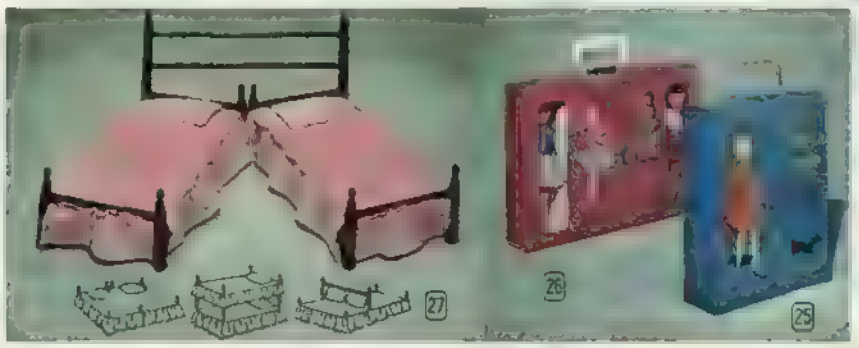
22 AFTER SCHOOL—slacks, top
48 T 8322D—Wt. 3 oz. **$1.74**

23 SWEATER, SLACKS, PING PONG
48 T 8323D—Wt. 3 oz. **$1.27**

Outfits Only (No Doll)

15 *Patti* $1.74

14 *Pepper* $1.74



4-Way Twin Beds

27 VERSATILE HOLLYWOOD BEDS—Pepper and Patti can sleep so comfortably—sized for all popular fashion dolls. Beds have single headboard, convert to couch, bunk beds or separate twin beds. Furniture-finished wood, decorative fabric spreads and pillows, 2 plastic mattresses. Easy to assemble—about 13½x13½x9 in. high.
48 T 4435—Ship. wt. 1 lb. 8 oz. Complete **$3.67**

Take Pepper and Patti Along

28 29 DOLL AND WARDROBE CASES—hangers, accessory drawer; colorfully decorated.

(25) SINGLE CASE for 1 doll, clothes
48 T 4470—Ship. wt. 1 lb. 8 oz. . . **$1.37**

(26) DOUBLE CASE—ONLY AT WARDS. For 2 dolls and clothes.
48 T 4471—(No Dolls.) Wt. 2 lbs. . **$2.79**

Pepper Can Pose Like Big Sister Tammy

24 POS'N PEPPER bends at the elbows and knees she can kneel and sit so prettily just like her big sister Pos'n Tammy. Has long rooted hair, painted eyes. She wears striped play dress—can wear outfits shown above, too. Abt. 9 in. (No hair color choice.)
48 T 8317—Wt. 6 oz. **$2.44**

$2.44

A Talk of the Town VALUE

Combination Only at Wards

Help Her Feed Herself with Her "Magic Spoon" . . drinks milk from her Crying "Magic Bottle"

SAVE $1.49 **$5.99** Combination

[1] [2] PLACE BABY JANE'S "MAGIC SPOON" in her hand that is specially formed to hold spoon, put it to her lips and she appears to eat from the spoon—no spill, no mess. She has soft, cuddly 14-in. body, rooted hair in bangs and twin curl clusters, moving eyes. She's dressed in rompers and socks.

HIGH CHAIR is sturdy tubular steel with vinyl-tipped legs, baked-enamel finish, feeding tray. Easy to assemble. Chair comes with "Magic Bottle" that makes crying noise when tilted, bottle warmer dish, spoon, mug, bottle and make-believe box of cereal.

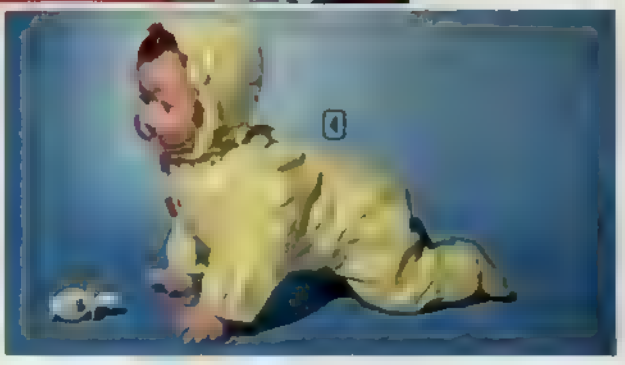
48 T 8369 DOLL, CHAIR, ACCESSORIES. Wt. 4 lbs. 8 oz. **$5.99**
(1) 48 T 8368—DOLL, SPOON ONLY. Ship. wt. 1 lb. 4 oz. **3.99**
(2) 48T4546—CHAIR, ACCESSORIES only. Wt. 3 lbs. 4 oz. **3.49**

NEW . . Baby PATTABURP *by Mattel*

$7.43

[3] FEED BABY PATTABURP from her own "Magic Bottle"—milk seems to disappear into her tummy, will refill again. Then put her over your shoulder and pat her gently on the back and she will *burp just like a real baby*—you never know how many pats it will take. Soft, cuddly body, about 16 inches tall. Has downy soft rooted hair, wears lace-trimmed jacket, panties and booties. Moving eyes, she goes to sleep like a good girl.

48 T 8332 Ship. wt. 2 lbs. . . . **$7.43**

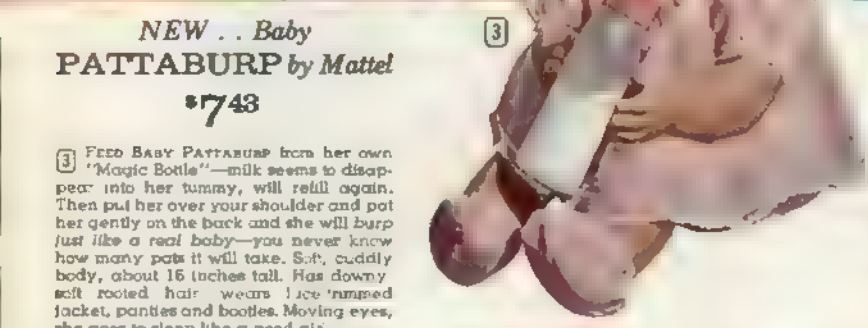


Just Call Your Baby . . She Crawls to You by Herself

$9.99

[4] CALL YOUR BABY in a normal voice and she will *actually crawl toward you*, then she stops and waits for you to call her again—as she crawls she seems to be saying "mama." Dressed in footed sleepers, matching hood, has molded head, painted baby features. About 13 in. Uses 2 "D" cell batteries, 1 9-Volt transistor (sold below—not incl.).

48 T 8361—CRAWLING BABY. Ship. wt. 4 lbs. 11 oz. . . **$9.99**
48 T 2339X—"D" CELL BATTERY. Wt. 3 oz. Ea. 21¢, 4 for 79¢
48 T 2337X—9-VOLT TRANSISTOR. Ship. wt. 4 oz. . . Each 45¢



Blabby Moves Her Mouth and Coos When You Press Her Tummy

$6.69

[5] TALK, TALK ALL DAY LONG—gently press Blabby on the stomach, her mouth opens and she makes baby sounds. Irresistible impish face, rooted pixie hair cut, moving eyes, jointed body. Wears 2-piece outfit. About 19 inches tall.

48 T 8362 Ship. wt. 3 lbs. 0 oz. **$6.69**

If Baby Gets Sick She Has Everything to Make Her Well

$3.99

[6] GET-WELL BABY is ready for bed in her pajamas and nightcap, wrapped warmly in her blanket. She's 14 in. tall, fully jointed with rooted hair, moving eyes. Extra wardrobe includes sunsuit, booties. Give her medicine from 3 make-believe bottles with her "Magic Spoon". Also included are tongue depressor, thermometer, stethoscope, hot water bottle, "hypo" needle and cotton buds.

48 T 8370—Wt. 1 lb. 4 oz. COMPLETE. **$3.99**

The spot you spank

A very precious looking doll and really quite special. When you turn her over and spank, she fusses like a real baby. Feeds from her own bottle, too and what an appetite she has. Soft rooted hair . . sleeping eyes . . soft, chubby arms. Vinyl. Dressed in bright red play outfit. And all 20 inches of her are as tender and lovable as they can be.

Shpg. wt. 2 lbs. 5 oz.

49 N 3126 ..... $5.99

Eyes open, close when she moves . . sheds real tears after her bottle

$8.88

14-inch Tearful Tiny Thumbelina. All you do is rock her gently and she opens and closes her pretty eyes. Press her stomach to see her eyes fill up with tears. When you wind her, Thumbelina moves and stretches as live babies do. This wistful bundle of joy arrives gaily dressed in blue stripe outfit with pink bib. Beautifully created with vinyl head, arms and legs, and baby soft cloth body. Fully rooted hair. And because Thumbelina's such a frisky, real acting baby, she's going to need a whole lot of love and care.

49 N 3121—Shipping weight 1 lb. 8 oz. $8.88

14-inch Tiny Thumbelina. Wind her up . . she moves like a real baby. Pretty painted eyes. Organdy dress, cotton slip, diaper, booties.

49 N 3211—Shipping weight 1 lb. 8 oz. $6.99

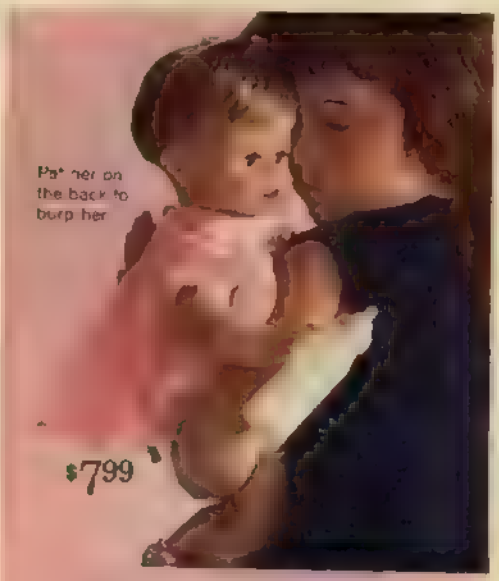
BABY
BOO
WA-A-A
Acts like a real baby . . give her the pacifier and she stops crying
Cover her with a blanket and she stops crying
No buttons to press
$9.99

What's more magical to a little girl than a doll that does all this and *runs stops crying when you turn out the light!* Soft polyethylene. 21 in. tall. Boo comes with own romper outfit, booties, bow, pacifier. Order 2 "D" batteries below.

49 N 3026—Wt. 3 lbs. 9 oz. $9.99

"D" Battery. Shpg. wt. each 4 oz.

49 N 4660 ..... Each 15c, 4 for 60c



Mattel's Baby Pattaburp

Wouldn't it be exciting to own a doll like this? Feed her, place her on your shoulder, pat her on back . . and she burps. Eyes close when you lay her down. Rooted hair. Soft body. All dressed up in a pink dress, panties, booties. 16 inches of sweetness in all. As you feed her with her own special bottle, the milk disappears . . then bottle magically refills itself.

49 N 3119—Shpg. wt. 2 lbs. 4 oz. $7.99

Even baby-talks nursery rhymes

This is Mattel's Baby Cheryl. Just listen to what she has to say . . "Jack and Jill, up the hill" . . "Three little kittens meow." All you do is pull her Chatty-Ring® And what a cuddle-wonderful doll she is, all dressed in daisy-print dress, panties, booties. Eyes close. Rooted hair can be combed. Although a baby, Cheryl's still 16 in. tall.

49 N 3024—Wt. 1 lb. 8 oz. $7.67

Sears has wonderful Dolls that walk

Here's an 18-inch Toddler Doll who'd just love to stroll with you

A chubby little sweetheart who has rooted hair with bangs and cute pigtails. Her eyes open and shut, and she wears a pretty red velveteen dress with long white lace-trimmed nylon sleeves, panties, shoes and socks. See how well she walks when you hold her hand.

49 N 3517—Shipping wt. 2 lbs. 6 oz. ... $4.99

$4.99

Hold her hand, and this pretty 16-inch Miss walks along with you

1 So charming and so low priced. Vinyl, with jointed arms and legs, movable head, sleepy eyes. She wears a bright red velvet dress with a white yoke, lace trim. Has long hair that combs beautifully.

49 N 3187 – Wt. 1 lb. 7 oz. $3.99

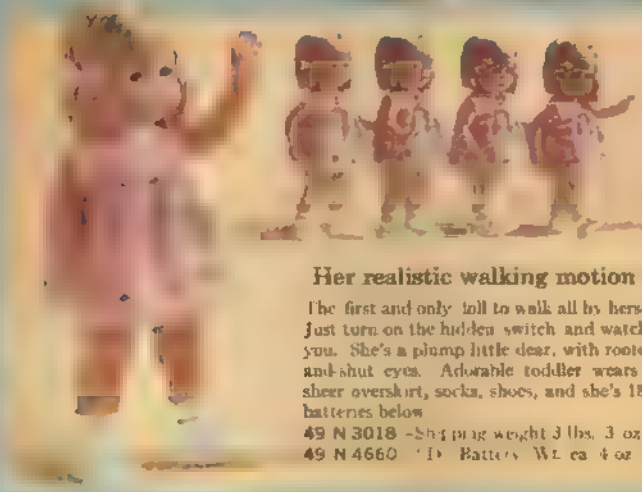
36-inch Walking Doll

2 She's almost as big as you when she walks at your side. Even can wear little girl dresses. With vinyl head, open-and-shut eyes. Dressed in blue velvet coat and hat, lawn dress, and panties, shoes, socks.

79 N 3497L Wt. 7 lbs. $9.99

1] $3.99

[2] $9.99



Walks by herself, like a real baby!

Baby First Step

by Mattel

$9.99 without batteries

Her realistic walking motion is battery-powered

The first and only doll to walk all by herself . . clear across the room! Just turn on the hidden switch and watch Baby First-Step toddle to you. She's a plump little dear, with rooted synthetic hair, big open and-shut eyes. Adorable toddler wears a pink taffeta dress with sheer overskirt, socks, shoes, and she's 18 inches tall. Order 2 "D" batteries below.

49 N 3018 –Shipping weight 3 lbs. 3 oz. $9.99

49 N 4660 "D" Batteries Wt. ea. 4 oz. Each 16c, 4 for 60c

Three little girls in blue

Dress-alike beauties

3 **Love me Linda.** Has a hat of a a girl or tear it. Her wide painted eyes wears a heavy smock for s. A sump "grow-easy" doll dressed in pale b ue embroidered nylon with a velvet s ue overskirt and hat, her slip, shoes, socks. 9 in. tall.

49 N 3181 Wt. 1 lb. 8 oz. $4.99

4 **Posy Baby.** Dressed in blue from the tiptoe her jaunty hat to the toes of her jersey pixie suit. Wears an embroidered blue nylon and velvet jumper and bonnet. Made of soft bendable foam over a wire frame to pose and bend and twist any way you want. With a sweet vinyl face, open-and-shut eyes. A cute 17 inches tall.

49 N 3180—Wt. 1 lb. 14 oz. .$6.97

5 **Angel Baby.** Plump and pretty little girl with sweet rooted hairdo wears a lace-embroidered dress in sheer nylon and velveteen, a slip, plastic shoes, socks, a blue bow in her hair. 14 in. tall, with sleeping eyes.

49 N 3179 –Wt. 1 lb. 11 oz.. $4.99

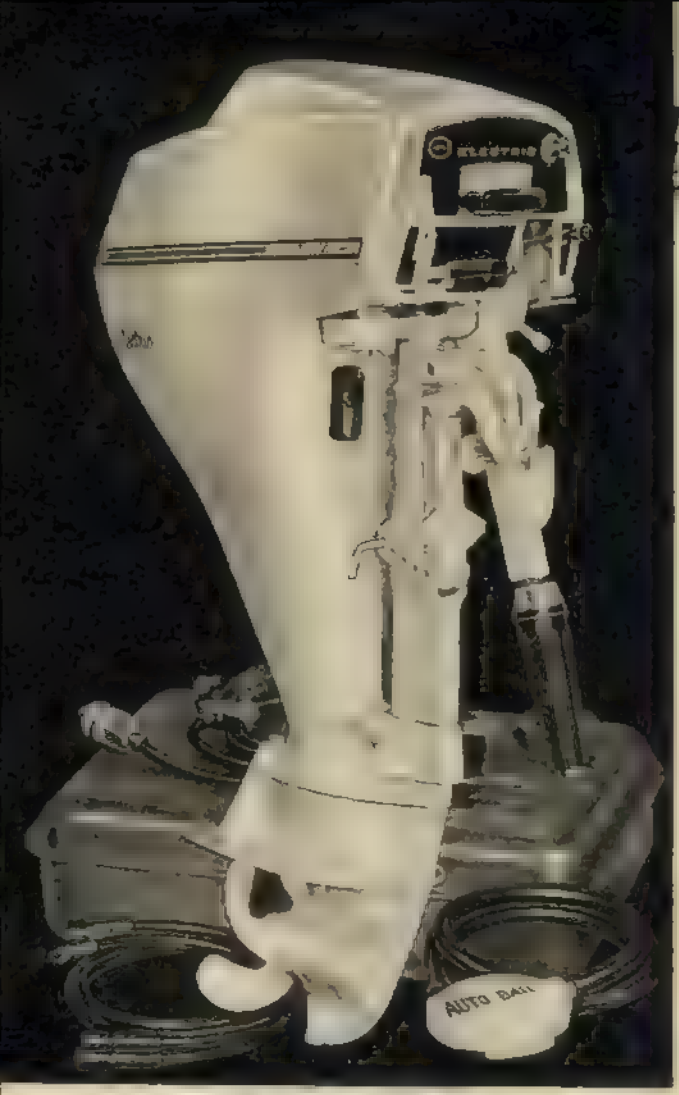
So pudgy and so soft and supple . . you can pose her in so many cute and impish ways

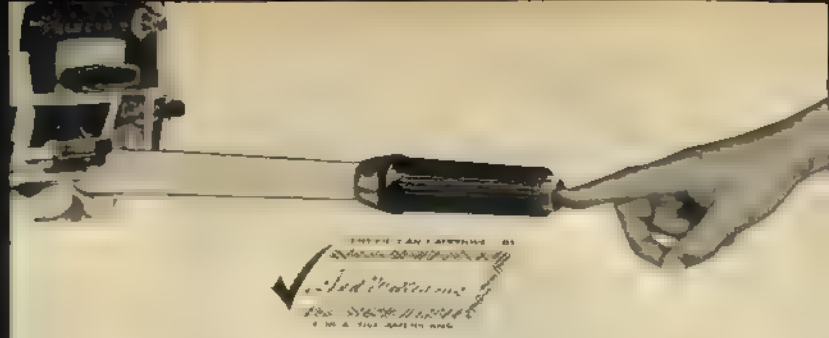
Posi Playmate

$4.99

Posi Playmate is made of soft foam over a flexible wire form . . . to pose in so many different ways, and to stay where you pose her until you move her again. Hands and head are vinyl, pixie-cut hair is rooted. She has movable eyes with a beguiling side glance, and wears a pert one-piece embroidered cotton coverall, 19 inches tall.

49 N 3189—Shpg. wt. 1 lb. 12 oz..... $4.99





Now.. Electric-start 7½-HP Fishing Motor

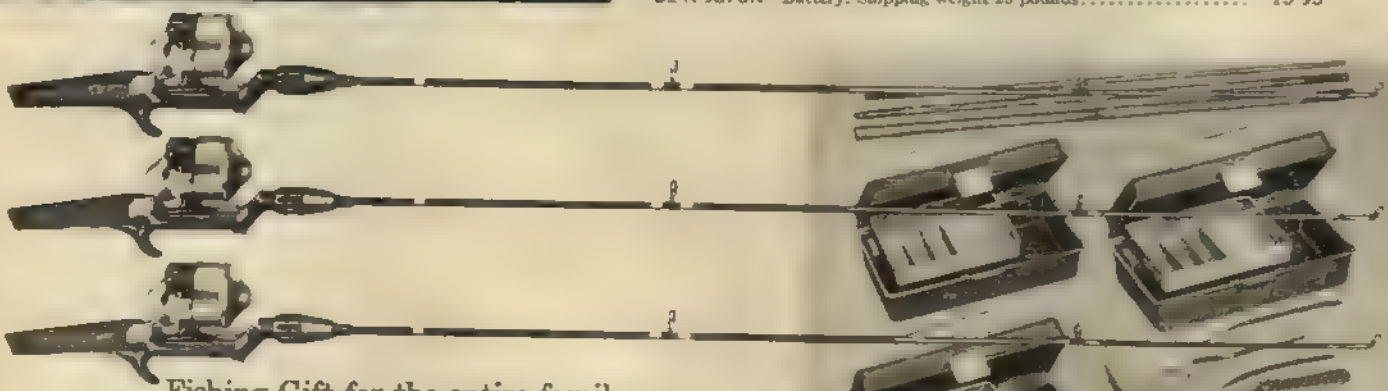
Just push the button and you're ready to zoom off

"At last you can forget about pulling recoil-start ropes on old fashioned hand-crank motors," says Ted. "Start this motor the modern push-button way. And don't worry about battery running down—starter-generator recharges battery for fast starts every time."

Motor only $294.00 Cash $18.50 monthly 18 months to pay

Fits into any car trunk . . weighs only 52 lbs. stands a mere 36 in. tall. Plows through weed beds at high speed, thanks to weedless prop with cushioned hub and shear pin protection. Tilt motor to tilt-drive position to skim over shallow spots with ease. Downdraft carburetor lets you take off fast . . throttles back for slow trolling. Auto-bail pumps up to 300 gal. of water per hour. Full gear-shift with trigger tip control on front panel . . 1-hand twist-grip speed control. Auxiliary rewind starter. Economy? Runs all day on tank of gas (remote 3½-gal. non-pressurized tank). Sound-proofing? So good you can sneak up on the big ones. Basically all aluminum die-cast construction. Maximum corrosion-resistance in fresh and salt water. Drop-forged steel crankshaft, connecting rods; stainless steel driveshaft, propshaft. Filter built into fuel line. Baked-on white enamel finish. Motor, battery sent by freight, rail, truck or express.

6 N 6061N—Motor only. Shipping weight 65 pounds $294.00
6 N 5910—Battery Box. Shipping weight 2 pounds 2.97
32 N 9876N—Battery. Shipping weight 25 pounds 15.95



Fishing Gift for the entire family

The 453 pieces include 3 spin-casting rods, reels; 3 polystyrene Tackle Boxes $15.88

A king size kit that takes the guesswork out of what fishing tackle to buy.

The Rods—three 4-foot 1-piece solid fiber glass spin-casting rods to battle the biggest fish. One 6-foot, 3-piece bamboo pole puts lure way out on water.

The Reels—three smooth action Square spin casting reels with push-button release. All reels come complete with line. Imported from Japan.

Lures—only the most popular. Red-white spoon, panfish jig, spin pearl popping plug, spinner satellite lure, 12 assorted flies plus 50 natural baits.

Soft vinyl lures: 2 mud puppies, 2 baby cats, 2 jumbo shrimp, 2 baby gators, 2 mice, 2 jumbo frogs, 2 jumbo crawfish and 12 worms.

Plenty of extras: 3 weedless hooks, 12 double hooks, 200 Kirby hooks, 2 Doby hooks, 8 snelled hooks, 3 nylon leaders, 6 snap swivels, 72 BB shot in plastic box, 12 no. 8 shot in plastic box, 12 clincher sinkers in plastic box, 3 bass bobbers, 12 popper corks and 6 assorted feathers, fish scaler, 5-clip stringer, minnow scoop, sport compass, 3 pc. funnels. Line consisting of hook, line, float, sinker, sprinkle. 54-page fishing booklet *plus* 3 high impact polystyrene boxes with swing out trays.

6 N 2863C—Shipping weight 7 pounds.....Kit $15.88

No Money Down on anything Sears sells

Teeny Tiny Tears

Cries Real Tears, Blows Bubbles, Drinks, Wets

$7.64 (12)

Teeny Tiny Tears in Trunk with Wardrobe

Teeny Tiny Tears
$3.99 (11)

(10)-(12) POPULAR TINY TEARS DOLLS. CUDDLY BABIES that cry real tears, drink and wet, have soft vinyl bodies that are completely tubbable. Rooted hair can be shampooed, brushed. Moving eyes. (No hair color choice.)

(10) NEW TEENY WEENY TINY TEARS—so delightfully dainty and petite—she's only 9 in. tall. She's dressed in cotton lace-trimmed romper suit, has pacifier and bottle.
48 T 8331 Ship. wt. 1 lb. 4 oz. **$2.93**

(11) TEENY TINY TEARS is a favorite with "mommies"—she can blow real bubbles, too, with her own bubble pipe. Wears dress trosted with lace and diapers. Pacifier and bottle included. Doll about 12 in. tall.
48 T 3908—Ship. wt. 1 lb. 3 oz. **$3.99**

(12) TEENY TINY TEARS, TRUNK, WARDROBE—includes lace-trimmed dress, blanket, bib, shampoo, sponge, pacifier, bubble pipe and bottle. Teeny wears a pretty dress with lace insert, matching panties and booties. Doll about 2 in. tall.
48 T 8378—Ship. wt. 3 lbs. . . . . Complete **$7.64**

(13) BABY SWEETUMS, SHE'S ONLY AT WARDS—she's as sweet as a lollipop, drinks, wets and cries real tears. Wears candy-striped rompers under pleated apron, socks and shoes. Rooted hair, moving eyes, fully jointed. Has bottle, too.
48 T 4068 16 in. Ship. wt. 1 lb. 8 oz. **$4.88**
48 T 8379—12 in. Ship. wt. 1 lb. 2 oz. **$3.77**

(14) HAPPY AND NAPPY ARE TWINS—Happy smiles contentedly, has moving eyes. Nappy has painted eyes, she seems so sleepy. Snug and warm in flannel bunting, wearing flannel jackets with hoods. Rooted hair, soft bodies. About 10 in. tall.
48 T 8381 Ship. wt. 1 lb. 12 oz. . **$3.96**

(15) REAL TEARS WILL ROLL DOWN HER CHEEKS, you'll have to comfort her, she can be such a crybaby. She drinks, wets, is fully jointed, about 12 in. tall. Moving eyes, [illegible] dress panties, socks and shoes. Her wardrobe in trunk includes pajamas, [illegible] bib, soup spoon, bottle and clothespins.
48 T 8380—Ship. wt. 2 lbs. **$4.99**

ORDER EARLY, CONVENIENTLY BY PHONE. See Pg. 362.

(10)

NEW
Teeny Weeny Tiny Tears
$2.83

Baby Sweetums

Drinks, Wets, Cries

(13) $3.77 12 in.

ONLY AT WARDS

She Cries Real Tears (15)

Doll, Trunk, Wardrobe
$4.99

HAPPY and NAPPY TWINS
Twice as Much Fun
$3.96 (14)

Childhood Favorites

[1] 17-in. $2.96

[2] 17-in. $2.96

[3] LITTLE BOY BLUE $4.99

[4] LITTLE BO PEEP $4.99

[5] JACK $3.94

[6] JILL $3.94

CUDDLY COMPANIONS for Naptime or Play . . ready to be loved every day

[1] [2] RAGGEDY ANN AND ANDY—world's most beloved rag dolls are always cherished favorites with their cuddly cotton stuffed bodies, yarn hair and twinkling shoe-button eyes. Percale clothing, well-known painted smiling features.

(1) 48 T 8395—17-IN. RAGGEDY ANDY. Wt. 1 lb. . . $2.96

(2) 48 T 8394—17-IN. RAGGEDY ANN. Ship. wt. 1 lb. 2.96

48 T 8396—21 IN. RAGGEDY ANN. Wt. 1 lb. 4 oz. 3.93

NEW MUSICAL RAGGEDY ANN—tune plays in her tummy. 48 T 8398—17-in. Ship. wt. 1 lb. 4 oz. 3.97

[3]-[6] RIGHT OUT OF TOTS MOST POPULAR NURSERY RHYMES come these cuddly characters with soft stuffed bodies and sculptured vinyl faces with delightful painted features. All have downy-soft hair, vinyl hands, wear fabric and felt clothing, ea. abt. 22 in. tall

(3) 48T8392—BOY BLUE—HIS HORN BLOWS. 2 lbs. 8 oz. $4.99

(4) 48T8393 BO PEEP WITH HER CROOK. Wt. 2½ lbs. 4.99

(5) 48 T 4313—JACK WITH HIS PAIL. Ship. wt. 2 lbs. 3.94

(6) 48 T 4314—JILL WITH HER PAIL. Ship. wt. 2 lbs. 3.94

[7]

Shall We Dance?

[7] BIG 40-IN. DANCING DOLL—she's almost life-size! Insert your toes through the elastic on her feet, she walks, dances with you. Cotton stuffed body, buckram face, painted features. Yarn hair, percale dress, body. She can wear child's own dresses. 48 T 4056—Ship. wt. 3 lbs. 12 oz. $3.17

Suzy Moves, She's Musical

$2.87

[8] ANIMATED SUZY MUSICAL moves in her sleep like a real infant as Swiss music box tucked in her tummy plays a soothing lullaby. Soft rayon plush, abt. 11½ in. tall. Key wind.

48 T 6630—Wt. 12 oz. $2.87

Button Me Please

$4.99

[9] BETTY BUTTONS is dressed in cotton pinafore trimmed with buttons—her hands and feet have button-holes—helps young tots learn to button their clothes. Cotton stuffed, abt. 21 in. tall, with gay yellow yarn hair, painted features, button eyes. Ship. wt. 1 lb. 8 oz.

48 T 8400 $4.99

[8]

[9]

REGAL GAME MFG. CO.

TRAFFIC SAFETY BINGO

Teaches children to look for and also understand road signs. Hours of fun.

Stock No.	Mfg. No.	Wt. ctn.	Each
481–291	80	6 lbs.	*$1.00

Twelve in a carton

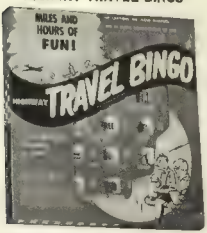
FINGER TIP BINGO

Game consists of– Five finger-tip-cards (like those used in clubs & etc-) These cards make for ease of playing and eliminate loose markers - 75 card-board call numbers, Numbers from 1 to 75 - 1 spinner may be used in place of call numbers and vice-versa, also 1 Masterboard printed for easy read–ing and scoring.

Stock No.	Mfg. No.	Wt. ctn.	Each
481–309	200	14 lbs.	*$ 2.00

Twelve in a carton

HIGHWAY TRAVEL BINGO



Game includes– Four self-marking auto bingo; shutter cards; one set of picture number tally chart.

Stock No.	Mfg. No.	Wt. per ctn.	Each
481–549	90	11 lbs.	*$1.00

Twenty-four in a carton

ALABE CRAFTS INC.

MAGIC EIGHT BALL

Magic Eight Ball Fortune Teller. Written answers rise mysteriously in-to view on Spirit–slate. Use it over & over again. Size of Ball– 4-inches.

Stock No.	Mfg. No.	Wt. per ctn.	Each
486–639	M-91	11½ lbs.	$ 1.98

Twelve in a carton

THE THING

Animated replica of Living–Hand–in the–box on the Addams Family TV show, place coin in slot box grinds and shakes, slowly lid rises, gre en hand reaches out yanks coin inside.

Stock No.	Mfg. No.	Wt. ctn.	Each
498–600	M-310	11 lbs.	$ 4.98

Twelve in a carton

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

$1.97

Mary Poppins Game

Bert and Mary team up on opposite ends of Magic Spinner to guide you along this fantasy path. Simply ask one or the other directions, then make move indicated. Beware of delays caused by Birdwoman, Uncle Albert and such. Includes board, magic spinner, 4 plastic playing pieces and full instructions for 2 to 4 players.

49 N 460—Shpg. wt. 1 lb. 10 oz. $1.97

Patty Duke Game $1.89

Join TV's look-alike cousins in this contest to match the Patty and Cathy cards as you travel round the board. All it takes is a little luck, skill and memory. Ages 7 to 14.

49 N 458—Shpg wt. 1 lb. 12 oz. $1.89

Barbie Game $2.99

Play your cards right and you, as Barbie, can be elected Queen of the Prom. You'll shop, spend play money, have parties to win title. Includes board, dice, cards. 2-4 players.

49 N 222—Shpg. wt. 1 lb. 12 oz. $2.99

The Beatles $2.44

Be John, Paul, George or Ringo and race around the board trying to be first to acquire game cards associated with your Beatle. Lots of swingin' action as you gain, lose, trade cards. For 2 to 4 players, 7-14 yrs., who like the "yeah, yeah" fun of Beatles.

49 N 387—Shpg. wt. 1 lb. 9 oz. $2.44

Bewitched $1.69

Ever found a tiger at your door? It can happen when you play this bewitching game. As you're trying to reach Vacation Land first, you'll have to watch out for the antics of Samantha and Endora. 2 to 4 players, ages 6 to 12.

49 N 389—Shpg. wt. 1 lb. 12 oz. $1.69

Game of Life $4.59

With car and $2000, start up 3-D road of life. Make the right decisions, and the "Wheel of Fate®" may spin you into Millionaire Acres as winner. 24-inch board, 8 cars, $7 million in play money, cards, certificates. 2 to 8 players, ages 10 years and up.

79 N 1696—Shpg. wt. 4 lbs. $4.59

Concentration $2.99

A real memory-tester of a game. Match items behind numbers to solve picture-word puzzles. Each match exposes more until you guess what picture says and win "cash" cards. 60 puzzles, 30 plastic slides. 2-5 players, age 10-adult.

49 N 298—Shpg. wt. 1 lb. 12 oz. $2.99

The Match Game $2.99

Extra-sensory perception would really come in handy to win this fun game. Write down most likely answer to questions with many correct answers . . only a match wins. 550 questions in all. For 3-7 matcher-uppers, ages 10 to adult

49 N 283—Shpg. wt. 1 lb. 12 oz. $2.99

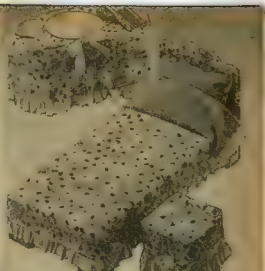
Tripoley $1.89

Red, white and green vinyl plastic layout turns any table top into perfect base for Hearts, Poker or Michigan Rummy. It's 27x27 inches. Keeps 2 to 9 players interested for hours. Cards and poker chips not included.

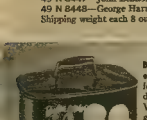
49 N 358—Shpg. wt. 1 lb. $1.89

Beatle Dolls. These swingers are 4¾-inch caricatures, made of lifelike vinyl plastic. Rooted hair, in that famous Beatle cut
49 N 8445—Ringo Starr
49 N 8446—Paul McCartney
49 N 8447 —John Lennon
49 N 8448—George Harrison
Shipping weight each 8 ounces.....Each $1.66

Musical Dog and Musical Bear. Wind us up at naptime, and we'll play you a pretty song. Our coats are made of soft, huggable rayon plush, and we're both trimmed with a rayon satin ribbon bow and cotton felt ears. Sparkly plastic eyes; cotton fill. 9 in. tall.
49 N 8483 --Dog 49 N 8484—Bear
Shipping weight each 12 oz .....Each $1.66



Fashion Doll Boudoir Set. An elegant setting for Barbie, Tammy, Tressy and other dolls up to 12 inches tall. Includes comfy upholstered bed with floral printed vinyl spread and solid color pillow. Gracefully skirted dressing table for primping. And matching hassock that doubles as a dressing table stool.
49 N 8449 -Shipping weight 1 pound..$1.66



Barbie and Midge Travel Case. Just the thing for the well-outfitted doll who travels a bit. Very roomy inside . . gleaming black vinyl outside, with handle and zipper top. Measures 6x10x7½ inches high.
Shpg. wt. 1 lb. 6 oz.
49 N 8451.. . $1.66

TOY TREASURES

Priced Low

$1.66 EACH

Goofy Klock Kit. Put it together, tap switch clock will ding, klunk, wheeze. Do all but keep time. Plastic, 12 in. high. Order 2 "D" batteries.
Shpg. wt. 1 lb 7 oz.
49 N 8488.....$1.66
"D" Battery.
49 N 4660–Wt. ea. 4 oz. Each 16c....4 for 60c

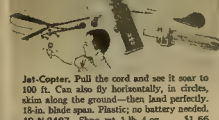
Janie Rag Doll. Shy Janie is all dressed up in red-and-white checked cotton with a white blouse. She's a soft, loyable crib companion for babies and tots. Yarn hairdo. Painted face. 15 inches tall.
Shipping wt. 15 oz.
49 N 8485..... $1.66

Flintstone Circus. Fred, Wilma and the whole gang as daredevil acrobats. Ten characters and nine accessory pieces, specially designed to snap together into limitless combinations. High-impact plastic.
Shipping wt. 14 oz.
49 N 8486.....$1.66

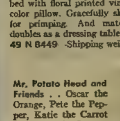
Carpenter's Tool Box. Everything for the little do-it-yourselfer . . includes 13 carpentry items "just like Dad's," in high-impact plastic. Comes in handy storage box of sturdy corrugated fiberboard box, polyethylene handle.
Wt. 1 lb. 10 oz.
49 N 8492–Set $1.66

Jet-Copter. Pull the cord and see it soar to 100 ft. Can also fly horizontally, in circles, skim along the ground—then land perfectly. 18-in. blade span. Plastic; no battery needed.
49 N 8487—Shpg. wt. 1 lb. 4 oz.....$1.66

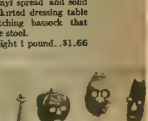
Slinky Toys. Pooch waggles, elephant wobbles. Styrene and spring steel. About a foot long.
49 N 8456—Dog. Shpg. wt. 14 oz.....$1.66
49 N 8491 —Elephant. Shpg. wt. 1 lb... 1.66



Little Big Indian Chief. Headdress and outfit includes elasticized headdress ablaze with feathers; decorated tom-tom; 30-in. hickory bow, lacquered and gripped. Three crested arrows, safety-tipped with rubber cups.
Shpg. wt. 2 lbs.
79N8493C–Set $1.66



Mr. Potato Head and Friends . . Oscar the Orange, Pete the Pepper, Katie the Carrot and Cooky the Cucumber. With a vast assortment of hilarious clothing, interchangeable facial and body parts. Plastic. 85 parts.
Shpg. wt. 12 oz
49 N 8489–Set $1.66



Wind-up Tractor. Zooms over all obstacles in its way, shooting off harmless sparks. Very efficient tractor has steel body, rubber treads. Clock-spring motor with large key. 8½ inches long.
Shpg. wt. 1 lb. 4 oz.
49 N 8454....$1.66

Amsco's Magic Gas Pump with tiger tail. Fill'er up. Attach suction cup nozzle to car or truck; turn handle, and it looks just like gas is pumping. Refills automatically. Durable plastic, 6¾ in. high.
Shpg. wt. 12 oz.
49 N 8458....$1.66

Come Alive!

You're in the swingin' generation with Sears own

Fully Transistorized Record Player

Leather-look plastic case goes everywhere in style

$19.66

[illegible] Lid [illegible] of Position [illegible] Selector Button [illegible] Lever with Lucite Knob. Two [illegible] Volume Control Knobs [illegible] Dual [illegible] Sapphire Styli [illegible] Lightweight Tone Arm Balances and Has Cable Rubber Cushioned Clip Assures Kid Glove Treatment for Records. Plays 33⅓, 45 and 78 RPM Records. Stereo Selector Button. Break-resistant poly [illegible] Case [illegible]
49 N 680 Shpg. wt. 7 lbs. 10 oz. $19.66

plus 5 Hit Records . . all big names, all teen favorites

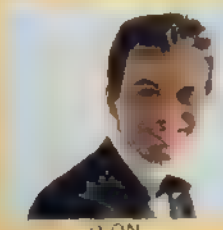
Wow! Wait till you hear these 45 RPM discs cut by Herman's Hermits, Don, The Beatles, Gene Pitney and The Four Seasons . . all included with above phonograph

NOTE: Both phonographs on this page UL listed for 110-120 volts, 60 cycle AC

THE BEATLES

GENE PITNEY

HERMAN'S HERMITS



DION

THE FOUR SEASONS

Instant play . . no warm-up needed . . 4-speed, solid state Portable Phonograph

Fully transistorized so there are no tubes to replace.
Full-range sound delivered by front-mounted speaker

$23.99

Set the Dial-O-Matic speed selector to play at 16⅔, 33⅓, 45 or 78 RPM records. Has ceramic amplifier, high-gain crystal pickup and permanent type synthetic sapphire needle to give you a true, clear tone. Volume and [illegible] Controls. Lid [illegible] Position Selector Lever [illegible] Lucite Knob. Two [illegible] Sapphire Styli [illegible] Lightweight Tone Arm [illegible] Cable [illegible] Rubber Cushioned Clip [illegible] Case [illegible] Handle [illegible]

Provides luxurious record playing enjoyment. Has Lucite Lid with Decorative Gold Trim. Two-tone Beige Whisper-Suede Scuff-resistant plywood cabinet. Elegant metal trim [illegible] Styles. Smart tapered legs. Front-mounted speaker. Case [illegible] Handle.
79 N 6720 Shipping wt. 10 lbs. . $23.99

No Money Down on anything Sears sells

You can order toys from this catalog pages 441 to 673 until Sept. 1, 1964

ANOTHER TILLY 1965 $UCCE$$

"FANTASIA" Toy Characters

"I HAD MY RED TAIL DYED BURNT ORANGE — IT'S GIVEN ME A NEW PERSONALITY'

P-7003 - "FOXIE" - L-11" - SRP - $2.98
2 OF 6 IN A SERIES

New "Shrink Packed" Tilly jumbo series — movable heads, soft voices and eyes that open and close

(P-4001 "PUSSY CAT" - L-9" - H-8½" Illus.) SRP - $2.98

"IF IT'S A TILLY — IT'S A DILLY"

MANUFACTURED BY

TILLOTSON RUBBER CO. LTD.
ST. JOHNS, QUE.

FABULOUS PASTEL COLOURS — EXQUISITE EXPRESSIONS AND REALISTIC EYES

WHAT A LIFE — I'M THE T GER IN GAS TANKS & SOAP BOXES — WHAT NEXT?

P-6002 - "TONY" THE TIGER - L-9" - SRP - $1.98

LOOK — Tilly's new "Buy Appeal" packaging colourful, with acetate window pyramid and circular boxes

"SLEEPY TIME" NITE LITES

NL-102 "PRECIOUS" (BABY GIRL)
7½" x 4¾"

Beautifully illuminated TILLY toys for the kiddies' room complete with C 7½ lamp and 6' cord. SRP - $3.98.

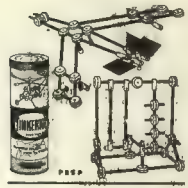
For further information circle coupon No. 4

DEPT. T

TOY TINKERS INC.

TINKERTOYS

PREP



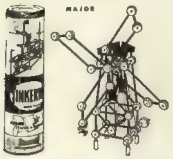
2 to 6 years

78 pieces in 9½ x 3¼-inch tube. Instruction book included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
493-387	116	11 lbs.	* $ 1.00

One in a tube—Twelve in a carton

MAJOR



8 to 12 years

149 pieces in 13 x 3½-inch tube. Instruction book included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
493-403	136	20¼ lbs.	* $ 2.00

One in a tube—Twelve in a carton

GRAD

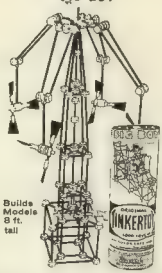
8 to 12 years

215 pieces in 15½ x 4-inch tube. Instruction book included.

Stock No.	Mfg. No.	Wt. per ctn.	Each
493-411	146	15 lbs.	* $ 3.00

One in a tube—Six in a carton

BIG BOY



Builds Models 8 ft. tall

Lots and lots of parts similar to those in smaller "tinkertoys" sets plus longer rods to permit the building of extra tall models. All mechanical actions and engineering structures can be imitated. Big Boy is great fun because of its ease of construction and the rapidity with which models can be made. Diagrams printed in colors to match rods, so child learns to build by color association. All rods color-safe. Big sixteen-page book illustrates models from the simplest to some more challenging.

Stock No.	Mfg. No.	Wt. Ctn.	Each
375-147	155	24 lbs.	* $ 5.00

One in a tube, Six in a carton

EXCITING TINKERTOY MODELS WITH ACTION

- BIG ELECTRIC MOTOR
- AMERICAN MADE
- A-C CURRENT NO TRANSFORMER NEEDED

SAFE

UL APPROVED

WORLD'S FAVORITE CONSTRUCTION SET MOTORIZED FOR MORE FUN 16 PAGES OF ILLUSTRATED INSTRUCTIONS BUILDS MECHANICAL AND ENGINEERING MODELS.

Stock No.	Mfg. No.	Wt. ctn.	Each
494-187	166	25½ lbs	$ 12.95

Four in a carton

BATTERY MOTORIZED TINKERTOY

Makes trucks, cranes and other moving equipment. Reversible switch and motor operates on two flashlight batteries - Direction book. 236-pieces.

Stock No.	Mfg. No.	Wt. ctn.	Each
439-940	177	20 lbs.	$ 7.95

Six in a carton

TINKER TOOLS

Tools molded of polyethylene. Non-toxic. Washable/Unbreakable.

12-PIECE SET

Stock No.	Mfg. No.	Wt. ctn.	Each
493-957	320	15 lbs.	$ 2.00

Twelve in a carton

20-PIECE SET

Stock No.	Mfg. No.	Wt. ctn.	Each
494-013	330	20 lbs.	$ 3.00

Six in a carton

DEPT.T

TOY TINKERS INC.

TOY MAKER

Simplified model kits for Boys & Girls —Assorted parts of hardwood & plastic to make various push-pull toys. Ages 2 to 8-years-

53- PIECES

Stock No.	Mfg.No.	Each
495-036	434	* $ 3.00

Twelve in a carton

105- PIECES

Stock No.	Mfg.No.	Each
495-069	454	* $ 5.00

Six in a carton

137- PIECES

Stock No.	Mfg.No.	Each
495-077	474	* $ 6.95

Four in a carton

70 Blocks
$2.44

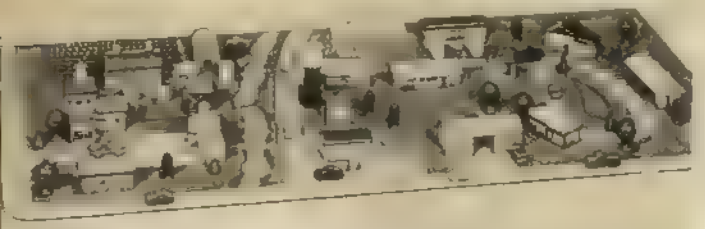
120 Blocks
$3.99

Build 'most anything with Playskool's Duffle Bag of Colored Blocks

The shapes, the sizes and the eye-appealing colors that inspire 2-to-8-year-old builders to design houses, forts, train stations, castles, anything that catches their imaginations. Smoothly sanded, non-toxic, they're just like the blocks used in kindergartens. Blocks about 1-inch thick.

70 Blocks. Mesh bag
49N4731—Wt. 3 lbs. 6 oz. Bag $2.44

120 Blocks. Washable twill bag
49N4730—Wt. 7 lbs. Bag $3.99



Hours of fun building a whole town . . Playskool 114-pc. Suburban Play Set $4.99

Children learn about community life as they build a city with surrounding countryside. Wood blocks bonded with heavy enamel paper are colorfully decorated with windows, doors, other building details. Slide them together and top them with roofs to form homes, stores, barns, etc. Trees, cars, trucks, animals, too . . arrange on 21x42-in. layout sheet. 114 pieces in all.

49 N 4672—Shipping weight 4 lbs. $4.99

Playskool Walker Wagon holds 18 blocks . . jingles as it rolls $3.88

Toddlers will love this toy . . it makes a most satisfactory noise as balls rattle and bells jingle. Strong steel handle is adjustable, helps give confidence to beginning walkers. Wagon holds 18 gaily colored building blocks. About 8x18 inches long. For ages 1½ to 3½ years. Wt. 5 lbs. 8 oz.

49 N 4717 ..... $3.88

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

Battery-motorized Tinkertoy Set

$6.99 without batteries

Great fun. Battery-operated motor will run derrick elevator, merry-go-round or other constructions children 3 and up can build. 330-pc. set. Order 2 "D" batteries. Shpg. wt. 3 lbs. 12 oz.

49 N 4481 . . . . $6.99

"D" Battery. Wt. ea. 4 oz.
49 N 4660—16c; 4 for 60c

Non-motorized Tinkertoy Sets

$1.34 to $3.39

Makes models with wood, plastic parts in bright non-toxic colors.

127-pc. Set. Wt. 1 lb. 8 oz.
49 N 4484 ..... $1.34

183-pc. Set. Wt. 2 lbs.
49 N 4485 ..... $2.19

318-pc. Set. Wt. 3 lbs. 4 oz.
49 N 4486 ..... $3.39

Toymaker Set by Tinkertoy

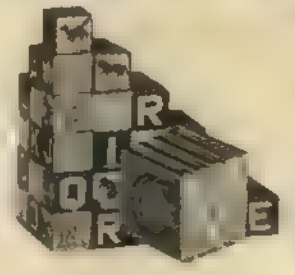
$2.29 to $4.99

Plastic, hardwood parts snap together, make push-pull toys that really roll.

53-pc. Set. Wt. 1 lb. 5 oz.
49 N 4629 ..... $2.29

105-pc. Set. Wt. 2 lbs.
49 N 4636 ..... $3.69

137-pc. Set. Wt. 2 lbs. 11 oz.
49 N 4657 ..... $4.99



Hi-Lo Safety Alphabet Blocks $2.99 48 blocks

Colorfast 1¾-in. cubes are gaily embossed with brightly-colored animals and letters.

48-block Set. Shpg. wt. 4 lbs.
49 N 4777 ..... $2.99

30-block Set. Wt. 2 lbs. 13 oz.
49 N 4776 ..... $1.79

Fisher-Price Creative Blocks $1.79

Circles, squares and wedges, nine of each, in polyethylene blocks with nine wooden dowels for stacking. Children ages 1 to 5 years learn colors, shapes, forms with these break-resistant, non-toxic, washable blocks. Blocks are about 1x1x3 inches. dowels are 6 inches long.

Shipping weight 2 pounds.

49 N 4429 ..... $1.79

Tot Train Sets

Designed for young engineers from 2 to 9 years . . polyethylene pieces are break resistant

50 pieces	85 pieces	145 pieces
$1.49	$2.99	$4.99

1 50-piece Set. Includes locomotive, 3 railroad cars, 17 pieces of track, 2 bridge sections, 2 bridge supports, trestle, 22 lights and traffic signs, and instructions for varied layouts

Shipping wt. 1 lb 5 oz.
49 N 4790 Set $1.49

2 85-piece Set. Includes locomotive, 3 cars, 23 pieces of track, 10 bridge pieces, station, signal tower, water tower, turntable, 44 lights and signs, instructions for different layouts

Shipping wt. 2 lbs 10 oz
49 N 4797.....Set $2.99

3 145-piece Set. Keep little hands busy managing their own railroad system. Diesel engine pulls 3 railroad cars around "miles" of track made up of curves, straightaways, bridges and approaches. Passenger engine with one car makes shuttle stops. Watch the turntable switch cars from track to track. 2 car barns overlook the tracks along with 4 buildings child can put together himself. The trains travel over and under a drawbridge that opens and closes.

Set includes 32 pieces of track, 3 bridge sets with supports, station, signal tower, water tower, plus lights, signs, windows and other accessories that make this a working railroad. Comes unassembled. Instruction sheet for various layouts included
79 N 4798C—Shpg. wt 5 lbs Set $4.99

129-pc. Child Guidance Highway System

Roll 6 vehicles over 16 ft. of roads $2.99

Arrange 33 sections of highway around the service center . . wind it under 4 bridge sections with 6 supports. Assemble 4 buildings yourself. Includes 3-in. jeep, bus, 2 sedans, 2 truck chassis with 6 snap-on bodies. Also lights, assorted traffic signs and accessories. All plastic
49 N 4789 - Shipping weight 5 pounds Set $2.99

Cowboy Pete with 43-piece Western Set

Pete has movable head, hands, arms and legs 2.97

Smiling, 5-inch Pete can stand or ride . . hold nearly all the ranch equipment in his hands. Kids can arrange western gear . . put saddle and bridle on Pete's horse—even snap on horseshoes. Buckboard and trail articles included. Plastic
49 N 6081—Wt. 2 lbs. 12 oz. $2.97

The Mighty Tonka Team . . Built for Big Earth-Moving Jobs

[1] MIGHTY TONKA DUMP TRUCK . . see features at right. Fill it up . . haul away heavy loads . . just raise the back section for easy dumping. Enclosed, all-weather cab has "steering" wheel. Heavy-duty bumper has shock-absorbing pads. Rolls smoothly on noiseless wheel bearings.
48 T 1493—About 16½ in. long. Ship. wt. 9 lbs. 12 oz. $5.79

[2] MIGHTY TONKA MOBILE CRANE . . see features at right. Boys will find countless ways to put this giant crane to work . . it operates with real-life action. Hand-crank adjusts boom angle and operates clam bucket; both can be locked into any position. Back cab swivels in a full circle; front cab has "steering" wheel. Heavy-duty bumper has shock-absorbing pads. Rolls smoothly on silent wheel-bearings. Fully assembled. Boom folds for storage.
48 T 1496—About 25 in. long. Ship. wt. 12 lbs.... $8.49

Both Trucks Have Tough, Real Truck Construction

- BODIES—automobile steel . . big and strong enough to stand or ride on.
- PAINT—2 coats of Dupont automobile enamel . . reduces chipping, scratching.
- TIRES—over-sized . . deeply grooved for added traction on loose dirt.

[1] Dump Truck $5.79

[2] Mobile Crane $8.49

PHONE EARLY . . SHOP EARLY . *See Page 392*

$2.89

Power Shovel

POWER SHOVEL lifts big loads of sand. Two hand-controls raise or lower boom and bucket. Bucket dumps automatically when it reaches its highest point. Cab revolves in a full circle, moves on rugged caterpillar treads. Strong metal body. Length with boom extended about 25 inches.
48 T 1380—Ship. wt. 3 lbs. 11 oz..... $2.89

$4.99 With Batteries

Battery-Powered Crane

BATTERY-POWERED MAGNETIC CRANE. Goes forward or backward on rubber treads . . cab revolves 360°. Push button to raise or lower bucket . . when bucket touches ground, it digs in and picks up . . when it reaches top of boom, its load is released. Heavy metal, abt. 8 in. long.
48T9713—Ship. wt. 2 lbs. 12 oz. 2 "D" batteries incl. $4.99

$6.99

1 3-Level Station

1 3-LEVEL SERVICE STATION. Manual and mechanical elevators. 6 cars, convertibles, sports car, truck, sedan Gas, air pumps. 4 attendants. About 16 in. high. Metal. Needs 1 "D" batt. Order on Pg. 354
48 T 2760 M—Ship. wt. 6 lbs.... $6.99

$9.77

Service Station and Car Wash

2

Wards 4-Level, Super Service Station

2 WARDS 4-LEVEL SERVICE STATION—a hub of automotive activity. Wash and dry your cars at the car wash; jack them up on the grease rack. Manual and mechanical elevators take cars up—use ramps to return them to street level. 25 cars include convertibles, sports cars, trucks, sedans, station wagons and car with real tank that fills up at operating gas pump. Realistic tools, attendants, accessories. Metal. Abt. 20 in. high
48 T 2761 M—Needs 1 "D" batt. Order on Pg. 354. Ship. wt. 8 lbs. .$9.77

$2.99

$3.88

Cars Zoom Out of Wards Wind-Up Gas Station

EFFICIENT SERVICE IS OUR SPECIALITY. You'll be amazed at the service. Garage takes in 3 cars one right after the other and sends them on their way again in no time flat. Just wind it up . . the elevator lifts the cars to the top . . they speed down the horseshoe ramp, back to the elevator and up again. Colorful plastic and metal with racy metal cars. About 15½x10¾x5 in. high.

48 T 2739—Ship. wt. 1 lb. 10 oz. $2.99

Keep a 24-Hour Service Station for Your Cars

WARDS SERVICE STATION IS OPEN NIGHT AND DAY for quick, convenient parking or speedy, efficient service. Fill 'er up at the gas pumps; test the tires' air pressure. To get to the spacious rooftop parking area, take the hand-operated elevator. Ramp returns cars automatically to street level. Over 20 pieces: plastic cars, attendants, decals, signs and accessories. Station is sturdy, brightly lithographed steel; about 26x13¾x11½ in. high.

48 T 2798 M—Easily assembled. Ship. wt. 5 lbs. 4 oz. $3.88

Mercury

TOOL and STAMPING LIMITED

5 RACINE RD. REXDALE (TORONTO), ONTARIO. — 244-5575

Tonka
TORONTO, CANADA

NO. 518
TONKA WRECKER

Provides 24-hour emergency service. Disabled vehicles raised by attaching hook to steel tow bar and engaging bumper. Wrecker has "flasher" light and rides on new wear-resistant tires with white sidewalls. 14¼" long, 6" high, 5½" wide. Packed 6 to a carton, weight 22 lbs.

Mercury

NO. 72
DELUXE DOLL PRAM

Breathtaking beauty - a new advance in design and colouring by MERCURY stylists. 26" body is finished in a rich royal crimson, tastefully shaded - and further enhanced by the golden scroll and protected by exclusive life long MERCURY wax finish. Soft looking simulated quilted interior. Pusher height 30", tires 8" diameter. Shipping weight 17 lbs.

Quebec & Ottawa Valley Rep.
PIERRE MORIN AGENCIES
1600 Berri St.,
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HOWIE MEEKER
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Newfoundland

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G. PARKES AGENCY
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Lakehead, Manitoba, Sask., Alberta Rep.
NORMAN DEPOE
306 Hargrave St
Winnipeg, Manitoba

S. W. and Northern Ont. Rep.
ANGUS T. FIRTH
186 Elmwood Ave.,
London Ont.

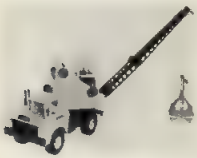
For further information circle coupon No. 20

- *New merchandise*
- *Selling aids and catalogs*
- *Appointments and elections*
- *Manufacturers' promotions*
- *Plant and management news*
- *Fixturing and display products*

Tonka's Line Features Big, Small Toys and New Styling

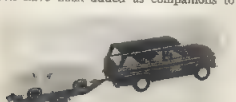
Tonka Toys' new 1965 line is emphasizing more big toys, more small toys and more advanced styling than ever before, Frank Lesselyong, vice-president-sales, has announced.

With the proven acceptance of its



Jeep vehicles and the lower cost Mini-Tonka line, Tonka has combined the two to introduce two new Jeep models in the Mini-Tonka size — one a standard Jeep vehicle, the other a smaller version of a popular 1964 seller, the canvas-topped, military-style Jeep Commander.

At the other end of the scale, two large units have been added as companions to



the Mighty-Tonka Dump Truck. These large-scale toys are the Mighty Clam and the Mighty Crane (shown here), both 2 feet long and a foot-and-a-half high with full operating features.

Highlights of Tonka's regular line are a new Jeep Police Car equipped with a red warning light and colorful striped roof; a stylish Horse Van carrying two thoroughbreds; and brand-new models of Tonka's Cement Mixer, Car Carrier, Pumper fire engine and Aerial Ladder unit incorporating full glassed-in "super-view" cabs.

Mr. Lesselyong said Tonka Toys' 1965 line in total is comprised of 54 toys and sets, the most varied the company has introduced. It includes three Mighty-Tonka toys, 30 toys and three "fleet" sets in the regular Tonka line and three sets in the 'Mini-Tonka' line, including the hereinpictured sleek 'Jeep' Wagoneer, which pulls a detachable two-wheel trailer loaded with a model "fastback" racer.

Argo Names Freedman General Sales Manager

Robert Gottlieb, president of Argo Industries Corporation, 70-02 Thirty-Fourth Avenue, Jackson Heights, N. Y., has announced the appointment of Bill Freedman as general sales manager. Mr. Freedman, who has had 15 years of toy selling, merchandising and management experience, was previously associated with R. Freedman and Son, Uneeda Doll Company, and most recently, as sales manager with Grisloid Plastics, Inc.

Other Argo appointments are those of Sidney Gottlieb as vice-president-sales and the following representatives: Ben Sapir—for New England, New York and New Jersey; Norman Goldman — Pennsylvania, Maryland, Delaware and Washington, D. C.; Martin Hauler—Ohio, Indiana and Michigan; Jerry Seligson—California, Oregon and Washington, Dick Franken Associates—North and South Carolina, Alabama, Tennessee, Kentucky, Georgia and Florida, Martin Koether Associates—Illinois and Wisconsin; G. C. Woodring Associates— North and South Dakota, Minnesota, Iowa, Nebraska, Kansas and Missouri; Kenneth Dahm Associates—the Mountain States, and Abe Chapman Associates — Texas, Louisiana, Oklahoma, Arkansas and Mississippi.

Mr. Gottlieb said that Argo is again expanding its three divisions of toys, juvenile furniture and water sport items. The company will display its new lines during the Toy Fair at its expanded Fifth Avenue showroom (room 1119) and in room 931 of the Hotel New Yorker.

Payton Appoints Samuels

Burt Samuels of Newton Center, Mass., has been appointed New England representative by Payton Products, manufacturers of plastic toys, 200 Fifth Avenue, New York City.

Johnny Hero Sports Figure 12" High and Fully Flexible

Rosko-Steele, Inc., 184 Fifth Avenue, New York City, a company which has been building over the past decade into one of the country's largest importers of battery-operated toys, is now diversifying radically with Johnny Hero, the All Amer-

Stanley M. Shapiro

ican Athlete, to be introduced at the Fair.

A 12", fully-flexible figure that can be bent to simulate any sports-playing position, Johnny Hero will be sold in a basic sports outfit of T-shirt, trunks, socks and sneakers. Packaged separately will be to-scale replicas of officially-licensed National and American Football League uniforms and a number of American and National Baseball League uniforms.

Stan Shapiro, vice-president-marketing at Rosko-Steel, says that $500,000 has been allocated for a TV campaign covering the 20 markets in which teams are headquartered. In New York, for example, the Johnny Hero commercials will concentrate on the football Giants and Jets and the baseball's Mets and Yankees.

Said to be participating with Rosko-Steele in NFL and other team events are Ford Motor, J. P. Stevens, Coca-Cola, General Mills and others. Sales promotion campaigns will be coordinated.

Johnny Hero's accessories and outfits will be precisely modeled after actual sports equipment (footballs of real leather, hard-impact plastic helmets, and so on).

STANLEY

ALL-PURPOSE DRILLS

STANLEY H-452K SABRE SAW KIT

1873G2867—Kit consists of H452 Sabre Saw which has smooth cutting patented anti-vibration mechanism; quick blade change, comfortable switch handle. Kit also includes 6 different blades, a ripping guide, centering pin and fitted metal carrying case Ship. wt. 10 lbs.
Sugg. Retail $40.95

1874G2065—Sabre Saw only. Ship. wt. 6 lbs.
Sugg. Retail $29 50

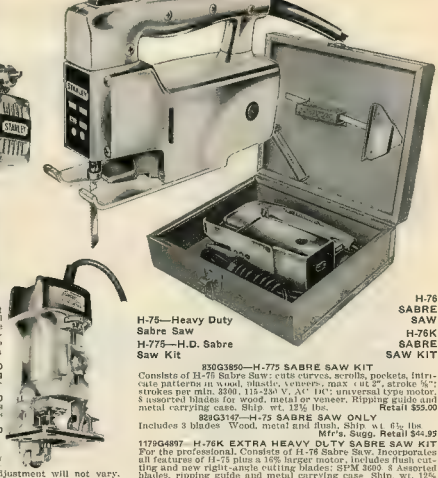
1714G4025 — H722 ½" Drill Built to withstand severest torque conditions. Ribbed front housing and neoprene bumper. Multi-position handle for better control. 3 ½ amps. at 115 v. Net wt. 7¼ lbs. Ship. wt. 10 lbs.
Retail $57.50

1715G5738 — 723 Reversing Drill. Same as above plus reverse. Ship. wt 11 lbs.
Retail $67.50

1716G8900—Drill Kit. Includes 723 Rev. drill plus accessories with case. Ship. wt. 15 lbs
Retail $100.00

VENEER TRIMMER Exclusive Swivel Base

1704G7225 Trims flush or bevel, vertically or horizontally. Once set, the trim adjustment will not vary. Motor is 3 HP., 24,000 RPM, 115-230 volts. Duplex ball bearings. Quick depth adj-stment. High impact strength cover. Convert to router or shaper by removing trim guide bracket. Net wt 4¼ lbs. Ship wt. 6 lbs



H-75—Heavy Duty Sabre Saw
H-77S—H.D. Sabre Saw Kit

H-76 SABRE SAW
H-76K SABRE SAW KIT

830G3890—H-77S SABRE SAW KIT
Consists of H-76 Sabre Saw; cuts curves, scrolls, pockets, intricate patterns in wood, plastic, veneers; max. cut 2", stroke ¾"; strokes per min. 3300, 115-230 V, AC DC; universal type motor, 8 assorted blades for wood, metal or veneer. Ripping guide and metal carrying case. Ship. wt. 12½ lbs.
Retail $55.00

829G3147—H-75 SABRE SAW ONLY
Includes 3 blades Wood, metal and flush. Ship. wt 6½ lbs
Mfr's. Sugg. Retail $44.95

1729G4897—H-76K EXTRA HEAVY DUTY SABRE SAW KIT
For the professional. Consists of H-76 Sabre Saw. Incorporates all features of H-75 plus a 16% larger motor, includes flush cutting and new right-angle cutting blades; SPM 3600. 8 Assorted blades, ripping guide and metal carrying case Ship. wt. 12¾ lbs.
Retail $69.95

1176G4165—H-76 EXTRA HEAVY DUTY SABRE SAW ONLY
Includes 4 blades: Wood, metal, flush and right-angle Ship. wt 6¾ lbs
Retail $59.50

Mfr's. Sugg. Ret. $85.00
Stanley Power Tool Catalog Available on Request

Complete Belt Sander Line For Regular or Flush Sander

1997G88 Greasstick Lubricant for fine lacquer finishes
Retail $1.25

1998G88—Tripoli Lubricant for fine metal finishes **Retail $1.25**

1999G88—Lacquerstick Lubricant for stainless and carbon steels etc **Retail $1.25**

4" Heavy Duty Belt Sander 1 Horsepower Motor Geared-Tooth Drive Belt Regular or Flush Sanding For Superfine Finishes—Use "Miracle Material" Stanbrite Belts

1983G6985 4" Heavy Duty Belt Sander. Designed specifically for tough continuous sanding. Ideal for boatyards, builders, cabinet makers, and woodworking plants. Operates on AC or DC. Size: 13¾" x 6⅝" x 7¾". Ship. wt. 17 lbs.
Retail $99.50

1982G7665—4" Heavy Duty Belt Sander Kit. Reinforced, fitted steel carrying case containg: Sander, and 3 sanding belts-fine, medium, and coarse. No workshop is complete without this quality Stanley Sander Kit. Ship. wt. 29 lbs.
Retail $109.50

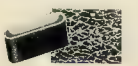
StanBrite Fibre Finishing Belts For Cleaning-Finishing-Polishing
For Stainless Steel, Brass, Copper, Aluminum and for final finishing of wood and plastic. Reduces loading and clogging, outlasts sandpaper

1986G245—4" x 24" Stanbrite Belt Coarse. Retail $3.50
1987G245—4" x 24" Stanbrite Belt Medium. Retail $3.50
1988G245—4" x 24" Stanbrite Belt Fine Retail $3.50

3" Belt Sander Lightweight Precision Built For Finishing Any Material Use With Stanbrite Belts And Lubricants

1985G4897—3" Belt Sander. Here is a precision-built, low cost belt sander for rough sanding or fine finishing of wood, metal, and plastic. Features comfortable multigrip handle, 8 foot cord with sturdy cord protector, capable of flush sanding. For the small cabinet shop, home workshop, and all light industry. Operates AC only. Size: 11½" x 6¼" x 7". Ship. wt. 13 lbs.
Retail $69.95

1984G8827—3" Belt Sander Kit in a reinforced, fitted, steel case. Includes Belt Sander and 3 sanding belts—fine, medium, coarse. Ship. wt. 29 lbs.
Retail $78 95



New Stanbrite Finishing Belts produce finishes never before possible on metal, wood, plastic. Stanbrite Belts outlast regular sandpaper by over 40 times

1989G168—3" x 21" Stanbrite Belt Coarse. Retail $2.40
1990G168—3" x 21" Stanbrite Belt Medium. Retail $2.40
1991G168—3" x 21" Stanbrite Belt Fine. Retail $2.40

Chief Direct Drive Chain Saws

F.O.B. IOWA FACTORY

Clinton

ENGINES

Features: Exclusive "Iron Heart" cylinder sleeve, efficient piston oiling, increased compression seal for prolonged life, greater power. Integral lightweight Allumalloy cylinder head and crank-case. All-over vent finning, cool operation. Dome piston, contoured cylinder block for maximum power. Engines incorporate exclusive antiflood, quick starting feature. Maximum severity alloy crankshaft, precision ground, heat treated. Replaceable main ball bearing. Connecting rod is precision designed for high speeds, heavy loads, less vibration. Easy pull recoil starter. Diaphragm-type carburetor and fuel pump for fast, all-position cutting

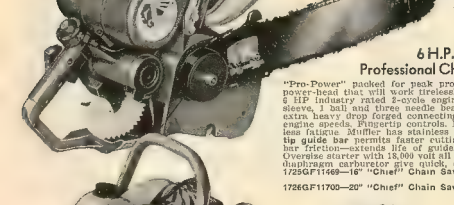
ROLLER TIP GUIDE BAR

6 H.P. Heavy Duty Chain Saws

Brute force of Clinton, one cylinder, two-cycle, air cooled, industry rated engine and lightning fast speed make short, easy work of felling, pruning, trimming. All position direct drive; **roller tip guide bar.** Designed for the farmer, landscaper, suburbanite, camper, contractor, pulpwood cutter; it cuts close to the ground to eliminate stumps and waste. Handles any medium-sized timber with ease. Finger-tip controls, clear-vision handgrips, pin-point balance to tackle tough heavy jobs with the lightest touch for operator convenience, safety and ease in handling.

1723GF10375—16" "Chief" Chain Saw. Ship. wt 28 lbs.
Sugg. Retail $139.95

1724GF10656—20" "Chief" Chain Saw. Ship. wt. 29 lbs.
Sugg. Retail $145.95



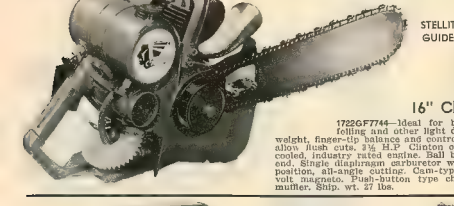
ROLLER TIP GUIDE BAR

6 H.P. Professional Chain Saws

"Pro-Power" packed for peak production. Utilizes a jeweled power-head that will work tirelessly day in and day out. Full 6 HP industry rated 2-cycle engine equipped with cast iron sleeve, 2 ball and three needle bearings. All position cutting, extra heavy drop forged connecting rod for heavy loads, high engine speeds. Fingertip controls. Perfect balance, full power, less fatigue. Muffler has stainless steel spark arrester. **Roller tip guide bar** permits faster cutting—reduces chain to guide bar friction—extends life of guide bar, chain and sprocket. Oversize starter with 18,000 volt all weather ignition and double diaphragm carburetor give quick, easy starts every time.

1725GF11469—16" "Chief" Chain Saw. Ship. wt. 32½ lbs.
Sugg. Retail $169.50

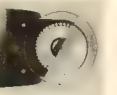
1726GF11700—20" "Chief" Chain Saw. Ship. wt. 34 lbs.
Sugg. Retail $174.95



STELLITE TIP GUIDE BAR

16" Chain Saw

1722GF7744—Ideal for bucking firewood, pruning, felling and other light duty cutting chores. Lightweight, finger-tip balance and control with wrap-around handle alloy flush cuts. 3½ H.P. Clinton one cylinder two-cycle, air-cooled, industry rated engine. Ball bearing on crankshaft drive end. Single diaphragm carburetor with fuel pump permits any position, all-angle cutting. Cam-type recoil starter and 18,000 volt magneto. Push-button type chain oiler, spark arresting muffler. Ship. wt. 27 lbs.
Sugg. Retail $109.00



Roller Tip Guide Bar: Patented, cuts as much as 50% faster . . . reduces chain to guide bar friction . . . extends life of bar, chain and sprocket

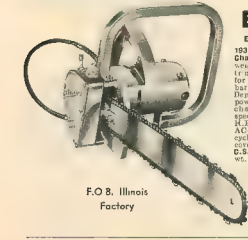
Roller sprocket and positive-action roller clutch deliver full horsepower to the chain with minimum vibration and faster cutting, less fatigue.

ELECTR-O

ELECTRIC CHAIN SAWS

1931GF8665 — 14" Electric Chain Saw. Perfectly balanced; weighs only 14 lbs. For trouble-free cutting cordwood and for joists and beams. Oregon bar and "chipper" chain. Depth of cut-14" Safety clutch, powerful G E motor, positive chain adjustment. Cutting speed- 2650 fpm. Motor is 2½ H.P., 10.25 Amps. Universal AC-DC, 115 volts, up to 60 cycles. 3-wire, 6 ft. rubber-covered cord with adapter plug. **C.S.A. and U.L. approved.** Ship. wt. 16 lbs.
Sugg. Retail $129.95

1934GF5330—10" Electric Chain Saw. (Not shown). Slimline to slash saw rasps 16" cut. G E. Motor develops 2 H.P., 10 Amps.; saw weighs 12 lbs. Ship. wt 14 lbs.
Sugg. Retail $79.95



F.O.B. Illinois Factory

SKIL CHAIN SAWS

SKIL

ELECTRIC CHAIN SAWS

For felling, limbing, trimming timber, cutting logs into lengths for firewood. Features all-around pipe handle for cutting at any angle, built-in gas fuel, built-in oiler for easy chain lubrication while cutting; tempered steel, chipper-type chain cuts fast . . . lasts longer. Easily sharpened on the job. Chipper chain has ⅜ pitch, ⅝" kerf. Universal thermal protected, AC-DC motor up to 60 cycles. Ball and needle roller bearings. (Available for 220 or odd voltages at no extra cost.) Requires 1500-watt generator.

825GF14025—14" Model 605. Ship. wt. 22 lbs.
Sugg. Retail $165.00

826GF15309—20" Model 609. Ship. wt. 33 lbs.
Sugg. Retail $185.00

F.O.B. Illinois Factory.

Complete Line of Versatile Chain Saws

STROMBECKER CORPORATION
TOOTSIETOY DIE-CAST ALL METAL TOYS

FERRARI RACER

Reproduction of Ferrari Lancia in unbreakable die cast metal, driver & decal included. Length 5-inches. Visually packed.

Stock No.	Mfg. No.	Wt. ctn.	Each
490-219	2453	16 lbs.	$ 0.49

Twelve in a box,
Seventy-two in a carton

SCENICRUISER BUS

Replica of double decker blue & white Greyhound bus in unbreakable die-cast metal. Length 7-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
490-367	2815	7 lbs.	$ 1.00

Twelve in a box,
Seventy-two in a carton

RACER SET

5-piece set consists of 5-inch long Ferrari and Maserati, made of unbreakable die cast metal and 3-track side figures made of rugged polypropylene. Visually-packed.

Stock No.	Mfg. No.	Wt. ctn.	Each
490-235	2903	5¼ lbs.	$ 1.00

Twelve in a carton

GAS STATION SET

3-piece set includes bright red jumbo-Oil tanker and green jumbo Jeep - both made of unbreakable die cast metal-Sturdy polypropylene gas island is red and yellow - Overall lengths, Tanker, 5¼-inches, Jeep, 4½-inches and 5-inch Gas Island - Vis-packed

Stock No.	Mfg. No.	Wt. ctn.	Per Set
496-265	2914	27 lbs.	* $ 1.00

Thirty-six in a carton

RADAR SET

5-pieces- Truck with Radar screen, Jeep and three Soldiers.

Stock No.	Mfg. No.	Wt. ctn.	Each
490-292	2921	6½ lbs.	$ 1.00

Twelve in a carton

ARMY SET

Unbreakable die cast metal Howitzer cannon, 5¼-inches long and medium Jeep, 4½-inches long - Three soldiers and six Howitzer shells - Made of polypropylene, complete 11-piece set. All military green color. Vis-packed

Stock No.	Mfg. No.	Wt. ctn.	Per Set
496-323	2935	19 lbs.	* $ 1.00

Thirty-six in a carton

CAR/TRAILER & RACER

Includes, Station wagon/ Trailer also midget racer/ spare tire. All made of unbreakable die-cast metal.

Stock No.	Mfg. No.	Wt. ctn.	Each
490-359	2952	5¼ lbs.	$ 1.00

Twelve in a carton

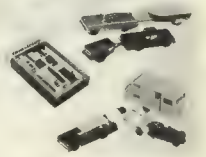
ROAD CONSTRUCTION SET

11-piece set, all machinery for road construction- Bulldozer/ grader/ Dump truck, machinery hauler with cab also metal road signs.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
472-480	4330	22 lbs.	$ 3.00

Twelve in a carton

CAMPING SET



Stock No.	Mfg. No.	Wt. ctn.	Per Set
490-409	4335	24 lbs.	$ 3.00

Twelve in a carton

STROMBECKER CORPORATION

TOOTSIETOY DIE-CAST ALL METAL TOYS

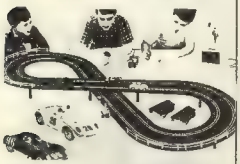
AMERICAN ROAD SET

15-piece set, includes- Auto transport/ cab/ trailer and loading ramp also scenicruiser bus/ two leader cars, six road signs, all die-cast metal in a pilfer-proof visual box.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
490-433	4360	22½ lbs.	$ 3.00

Twelve in a carton

INTERNATIONAL RACING SET



Big set with two theostat throttles with positive braking action, flagman, overpass, chicane track, two race cars. 14 volt power-pack, fence sections also, track figures.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
490-441	9935	20 lbs.	$ 29.95

Three in a carton

Strombecker Corporation takes pride in introducing the Tootsietoy sandwheel super: one of an entire line of more than a dozen super Tootsietoys.

No. 2954
Sandwheel
Truck

Strombecker Corporation announces

one of the most significant promotions in 87 years of building quality toys with the famous Tootsietoy name.

Now you can sell genuine Tootsietoy electric trains for only $5.00 retail. (That's right, only Five!)

Illustrated: Tootsietoy battery-operated electric train with big, wide wheels and extra easy couplings made for the smallest hands to grasp; unbreakable die-cast metal, plastic engine and cars and circular HO track. Only $5.00, retail. One of two fabulous Tootsietoy electric trains, made with extra care and extra quality.

tootsietoy

Division of STROMBECKER CORPORATION 4640 West Lake Street, Chicago, Illinois 60644

Watch your Sting Ray crash through a solid "brick wall" to prove its rugged construction

. . then it continues on through five more tough proving-ground tests

Shock Absorber Test . . tries to "bottom" car on wavy track . . hump, dip, hump—it's tricky.

Spring Test Ramp . . sends car hurtling through mid-air at breakneck speeds.

Power Test Jump . . makes car leap over gaping hole in bridge—a daredevil maneuver.

Steering Test . . takes car through hazardous zig-zag stretch—driver needs good timing.

Engine Test Station . . holds car until check-up is completed . . then it's ready to go again!

Motorific Giant Detroit Torture Track Set

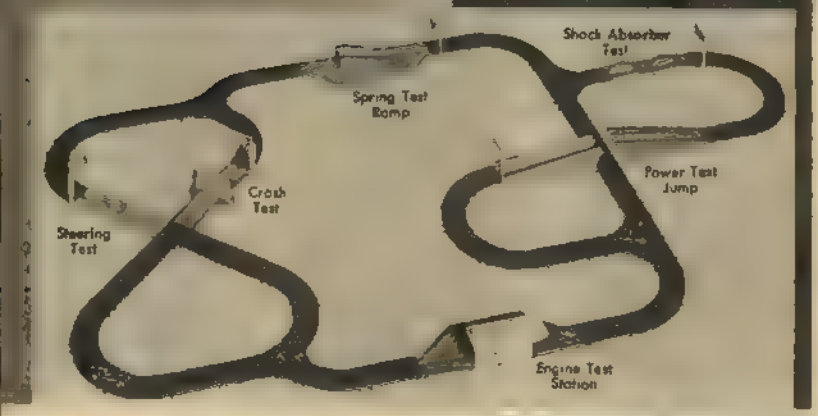
$11.66 without batteries

Set up the track and get ready for action-packed thrills as your Sting Ray meets the torture tests. Arrange 46 curved and straight plastic track pieces in any number of challenging positions . . vary testing patterns with 2 right-angle and 2 Y switches. Set also includes 3 conversion slot pins that enable you to run any Motorific car on the track. Order 2 "AA" batteries for car.

49 N 2386M—Shipping weight 6 pounds $11.66

49 N 4666M—"AA" Battery. Shpg. wt. ea. 1 oz. Each 16c, 4 for 60c

You can order toys from this catalog, pages 441-873, from now until Sept. 1, 1966.



[1] Aston Martin

[2] Sting Ray [3] Jaguar XK-E [4] Ferrari [5] Mercedes Benz

[6] Thunderbird [7] Ford Truck [8] Rolls Royce [9] Mustang

Collect and race all 9 . . bodies interchange $1.99 body, chassis and motor 77c body only

Motorific detailed plastic cars by Ideal

Snap 4¼ inch body on motor-mount chassis . . set steering tip switch . . you're off

Chassis has high performance motor, built in drive gear, 5-position torsion bar steering and whitewall rubber tires. All bodies fit same chassis—chrome-color trim.

Order 2 "AA" batteries for each motor.

"AA" Battery. Shipping wt. each 1 oz.

49 N 4666M—

Each 16c. . . . . 4 for 60c

	Car style	Body, chassis and motor	Body only
(1)	Aston Martin	49 N 2390M	49 N 2391
(2)	Corvette Sting Ray	49 N 2358M	49 N 2360
(3)	Jaguar XK-E	49 N 2378M	49 N 2379
(4)	Ferrari Berlinetta	49 N 2384M	49 N 2385
(5)	Mercedes Benz	49 N 2382M	49 N 2383
(6)	Ford T-Bird	49 N 2354M	49 N 2355
(7)	Ford Pickup Truck	49 N 2365M	49 N 2366
(8)	Rolls Royce	49 N 2361M	49 N 2362
(9)	Ford Mustang	49 N 2380M	49 N 2381
Shipping weight each		6 ounces	3 ounces
Price each		$1.99	77c

Motorific 3-test Torture Track

$4.44

Slip on a conversion slot pin and put any of your Motorific cars through these grueling tests. See them plow through "brick wall", bounce over shock absorber test strip, and careen around curves of the steering test. Design your own layouts with 29 curved and straight plastic track pieces, plus right angle and Y switches. 3 conversion pins

49 N 2387—Shpg. wt. 2 lbs. 4 oz. . $4.44

Remote-controlled attendant unloads milk cans onto platform

plus Magnetic crane lifts and rolls to load and unload steel culverts

plus 125-watt transformer with circuit breaker and illuminated control dial

Lionel "O" gauge Diesel Freighter Set

Big 7-unit electric freight complete with over 25 ft. of track, two electric switches and trestle bridge **$99.95** cash **$9.00 monthly**

Super-detailed blue and yellow Chesapeake and Ohio locomotive with Lionel magna-traction built-in headlight and diesel horn. Large "O" gauge track layout can be built in many different manners and will accommodate all "O" and Super "O" locomotives. Engine and all cars have solid iron wheels. Milk car unloads one can each time button is pushed. Box car has sliding doors. Auto transport car has four removable miniature automobiles. Illuminated caboose. Culvert car has steel culverts that are loaded with manually operated magnetic crane. Set includes tank car. Entire plastic and metal train measures 76 inches. Rugged railroad cars joined with knuckle couplers operate electro-magnetically by pushing remote button to put train on inner or outer track oval. UL listed for 110–120-volt, 60-cycle AC.

79 N 9836K—Shipping weight 25 pounds.....$99.95

Lionel .027 gauge 8-unit diesel $49.95 set

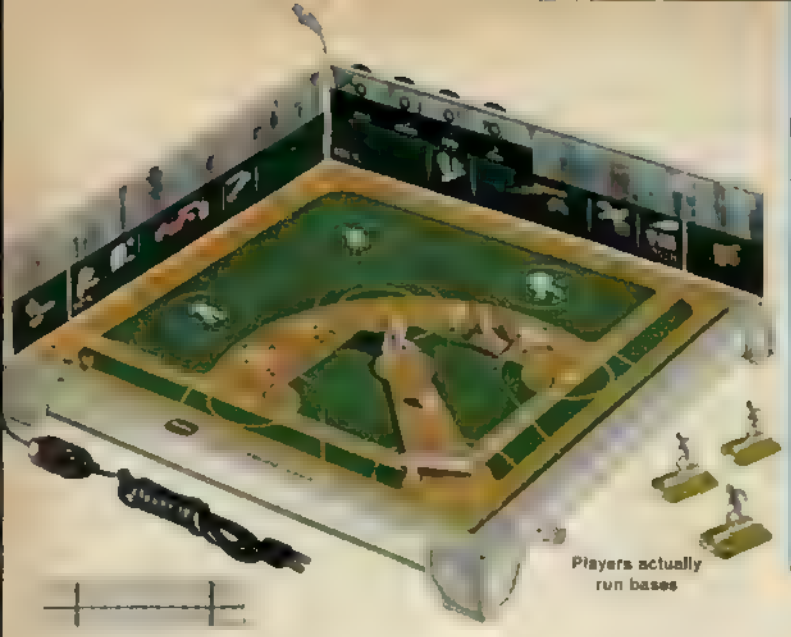
Powerful double diesel with headlights, remote control operating horn and forward and reverse drive. Huge track layout has over 33 feet of track . . can be made into many different forms, using the three manual switches, remote control operating track and illuminated bumper

All cars have couplers that operate electro-magnetically by remote button. All cars roll on solid iron wheels. Double engine six cars, trestle bridge and automatic gateman. Plastic and metal train set measures 77½ inches. Big 60-watt transformer with circuit breaker, UL listed for 110–120-volt, 60-cycle AC.

79N9835C—Shipping weight 20 lbs...$49.95

When train approaches, gateman comes out of shack swinging his lantern

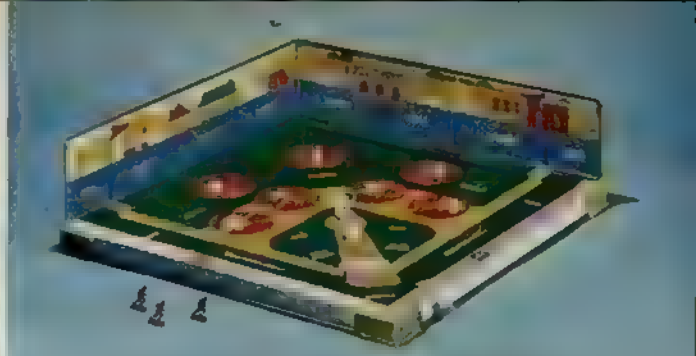
No Money Down on anything Sears sells



Electric Baseball $5.88

ELECTRIC BASEBALL GAME DUPLICATES BIG LEAGUE ACTION. Remote pitching makes it possible to throw either balls or strikes — or curveballs to fool the batter. The ball can be controlled to slug the magnetic ball to the wall for a homer or triple — makes doubles, singles — or even bunts. Moving runners can be thrown out at any base — double and triple plays are possible. Score board on outfield fence keeps track of balls, strikes, outs and runs. Follow regular baseball rules. For 110 Volts, AC.

48 T 995 M For ages 9 and up. Ship. wt. 4 lbs. 4 oz. $5.88



Magnetic Baseball $2.99

MAGNETIC BASEBALL. Designed specifically for the "Junior League" age group. True-to-life game situations are spelled out on the playing field — and it plays a different one every time by where the magnetic ball stops. Remote pitching and batting plus a unique "put-out" device add exciting action. Runners may be put out at any base. Not electric — can be played anywhere.

48 T 992 M Ship. wt. 1 lbs. ... oz. $2.99

Power 4 Car Racing Game $5.99

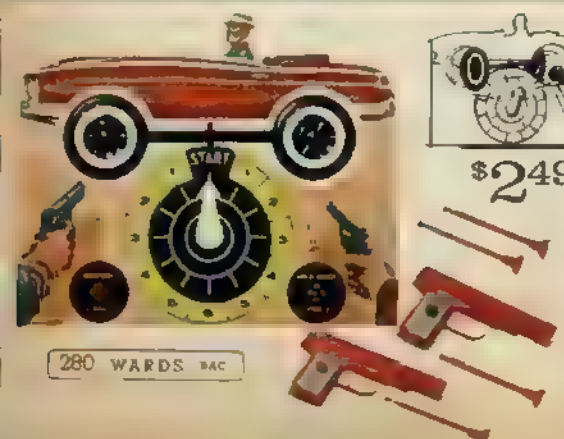
EXCITING AND COMPETITIVE GAME brings thrills and suspense with each turn of the dial. Spin one of 4 cars and race it around 20x30½ in. race track board. Complete with 4 cars and prize piggy money. The car that is ahead up turns. Needs 4 D cell batteries (not included), not for train Page 406.

48 T 854 For ages 6 and up. Ship. wt. 4 lbs. 12 oz. $5.99

"Hands Up Harry" $3.57

HANDS UP HARRY AUTOMATICALLY RESPONDS TO DIRECT HITS. His hat flies off — his guns fall out of his hands — and the final shot brings down his pants (to reveal his bright candy-striped shorts). Plastic western style gun, 4 suction cup darts included.

48 T 944 M Masonite, abt. 28 in. tall. Ship. wt. 4 lbs. 6 oz. $3.57



Burke's Law Target Game

$2.49

Two cars on escaping criminal's car wheels spin and score automatically appears on target. Opponent can reduce your score and build his own by hitting cars on his side of target. 2 plastic dart guns, 4 suction cup darts, masonite target board. 15¾ in. high. Ship. wt. 2 lbs.

48 T 945 $2.49

Shooting Gallery $3.97

[illegible] mechanism. Of sturdy metal abt. 17x10½x2½ in. deep. Plastic gun, 4 rubber-tipped darts. Instructions.

48 T 994 Ship. wt. 4 lbs. 4 oz. $3.97

Make buildings, machines, even an entire city with snap-together plastic bricks

165 pieces $3.79 — 711 pieces $23.75

A world of fun for budding young architects, mechanics, engineers. Even autos and machines take shape with these precision-made bricks. They're rugged high-impact plastic . . come in various sizes in red, white and clear. Just press them together, they fit securely, yet can easily be taken apart to form a new structure. So creative and such downright fun, even parents will be drawn into building projects with this all age toy. Also helps develop growing skills in planning and manual dexterity.

49 N 4711—165-piece Set. Shipping weight 1 lb. 2 oz.	$3.79
49 N 4712—241-piece Set. Shipping weight 2 lbs. 1 oz.	5.79
49 N 4713—324-piece Set. Shipping weight 2 lbs. 11 oz.	9.79
79 N 4786C—510-piece Set. Shipping weight 9 pounds	16.89
79 N 4788C—711-piece Set. Shipping weight 12 pounds	23.75

Now . . mechanize your LEGO-brick models . . watch them really work

Plastic Gear Set

$4.89

Design gear systems . . give motor to cranes, Ferris wheels, all kinds of machines. Operate by hand or motor pak at right. Set includes 12 assorted gears, 10 large and small wheels, 8 tires, 4 brick assemblies, and swivels.

49N4784–Wt. 2 lbs. 2 oz. $4.89

Battery Motor Pak

$4.89 without batteries

Add power to your gear systems. Motor and battery housings interlock with LEGO bricks. Motor 2 in. long, battery housing 4 in. long. Order 3 "C" batteries

49 N 4785 Wt. 14 oz. .$4.89

"C" Battery. Wt. ea. 2 oz

49 N 4665..Ea. 16c; 4 for 60c

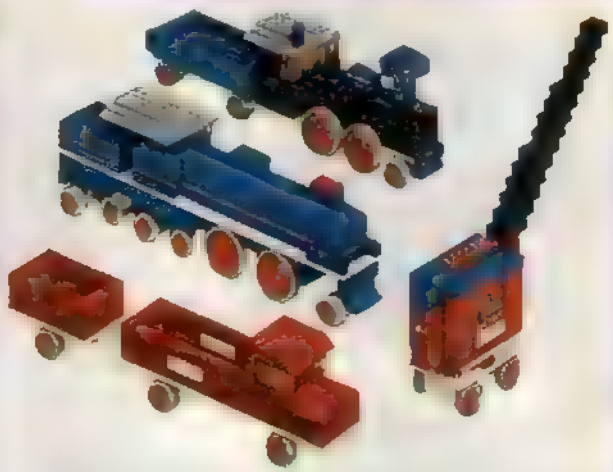
Cars with garages

72c each

Roll 2¼-inch LEGO sports car into garage with overhead door. Plastic. From Denmark.

49 N 4641—Volkswagen
49 N 4642—Opel Kestor I
49 N 4644—Karmann Ghia
49 N 4646—Ford Taunus
49 N 4650—Mercedes 190SL
49 N 4652—Mercedes 220S

Shpg. wt. ea. 3 oz.. Each 72c



Make movable toys with LEGO Wheel Toy Sets

190 pieces $4.89 — 296 pieces $9.79

Make a crane, engine, trucks, trailers. Axles and wheels plus interlocking blocks form smooth rolling vehicles of sturdy high-impact plastic

190-piece Set. Wt. 1 lb. 6 oz.	296-piece Set. Wt. 4 lbs. 4 oz.
49 N 4757..... Set $4.89	49 N 4755..... Set $9.79

Right out of a fairy tale
Big 6x4-foot, two room "GINGERBREAD" HOUSE

- Built with lightweight interlocking plastic timbers
- Plastic-coated paper fabric roof with [illegible]
- Beautifully detailed [illegible] even has 3 pairs of curtains

$17.99 to $22.99

Follow a winding path into the "Black Forest" and you just might find a gingerbread house like this. So roomy that four young cookie-munching youngsters can move right in and have a party. [illegible] Unassembled. Specify:

165 pieces. 57 inches tall
79 N 5031N2 Wt. 21 lbs. . $22.99

145 pieces. 49 inches tall
79 N 5020N – Wt. 18 lbs. $17.99

SAVE THIS CATALOG

You can order from pages 441 to 673 [illegible] Sept. , 19[illegible]

Let's meet at the Mickey Mouse Club $8.99

Call the meeting to order in this rugged vinyl playhouse that's roomy enough for several friends. Colorfully decorated. Sturdy rigid frame of lightweight steel tubing 4x4x5 ft. high. Set up indoors or out. Unassembled.

79 N 5016C – Shipping weight 13 lbs. $8.99

Set it up as a playhouse, playpen or corral
It's fun with plastic Timber interlocking logs

$9.99

Youngsters [illegible] create almost endless [illegible] with this 75-piece set of assorted plastic logs. Includes plastic connectors [illegible] to form a playhouse, corral for pets, a fort, or even a picnic table.

Shipping weight 13 lbs
79 N 5015N $9.99

NOTE: Items ending with "N" (as 79 N 5015N) sent freight (rail or truck) or express.

Set it up in seconds . . have fun in PLAYTOWN, WESTERN STYLE $12.99

13 feet long, 3 feet high. Fold to store.

Heavy, colorful vinyl film over a wooden frame makes up a [illegible] jail, hotel and general store. It becomes a hideaway, a fort or a playhouse. Can be set up in as little as [illegible] 4x4 ft. square. Folds to a mere 4¾x11½x36 in. For ages 3 to 8.

79 N 4752C Shipping weight 14 lbs. $12.99

Spittin' Image

1 Daisy's exact reproduction of the famous rifle that helped bring law and order to the West. Cock the gun and start firing . . it cracks, recoils, smokes . . realistic action every time. 34 inches long. Plastic stock, metal barrel.
79 N 2636C—Shpg. wt. 3 lbs. . . $4.99

Daisy's Ricochet Rifle

2 Lever-action beauty cracks, recoils, ricochet whines, smokes . . shoots cork balls (12 included). 30 inches long. Bronze-color metal parts, plastic stock. Scope. Web sling.
79 N 2650C—Shpg. wt. 3 lbs. . . $4.49

Daisy's Smoker Carbine

3 Use real lever action. Makes loud report, recoils, smoke swirls from steel barrel when fired. Bronze color. 30 in. long. Plastic stock. Web sling.
79 N 2646C—Shpg. wt. 3 lbs. . . $2.99

Marx Telescope Cap Rifle ejects cartridges, smokes

4 Big game rifle scope to make far away targets seem close. Working bolt action loads and ejects cartridge, cocks trigger. Fires roll caps. 5 play cartridges included. Embossed plastic stock, metal barrel. Full 40 in. long.
79 N 2688C—Shpg. wt. 3 lbs. . . $3.95

$3.95

5 **Daniel Boone Flintlock by Marx.** Copy of famous "long rifle." Thumb-cocking hammer has flint that sparks with every shot. Fires roll caps. Brown plastic. 43 in. long.
79 N 2704C—Shipping weight 2 pounds. $1.99

6 **M1 Army Carbine by Hubley.** Action model with scope and "magazine clip." Fires roll caps. Sturdy plastic. Removable soft plastic bayonet. Sling. 26 in. long.
79 N 2833C—Shipping weight 2 pounds. $1.99

7 **M14 Recoil Rifle by Marx.** Battery powered model of U.S. automatic rifle has recoiling muzzle, rat-ta-tat sound. Strong plastic. 34 in. long. Uses 2 "D" batteries.
79 N 2612C—Shipping weight 2 pounds $1.99

"D" Battery. Shipping weight each 4 ounces.
79 N 4660. . . . . Each 16c; 4 for 60c

8 **Shootin' Shell Winchester by Mattel.** Shoots caps, Shootin' Shells and ejects cartridges. Secret trigger for rapid fire. 2 cartridges, 6 bullet noses. Plastic, 26 in. long.
79 N 2794C—Shipping weight 2 pounds. . $1.99

9 **Perris' Kadet Trainer.** Shoots cork balls. Load 6 through front of barrel. Lever action. Wood stock. Shoulder sling. 10 cork balls, Kadet booklet. 24 in. long.
79 N 2686C—Shipping weight 2 pounds. $1.99

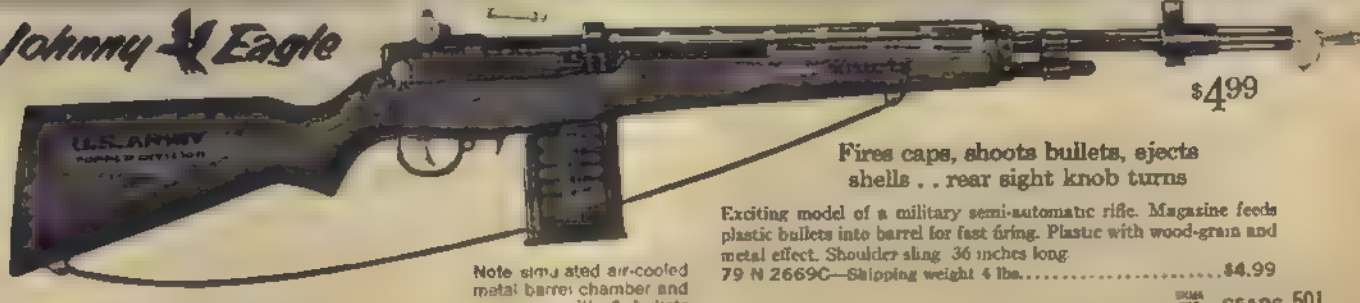
Marx Bolt-action Training Rifle loads like a real gun

$1.99

10 Pull bolt back, slip non-firing cartridge into chamber. Shoots roll caps, ejects cartridge. Fine for practicing the manual of arms. Strong plastic and metal. Soft plastic bayonet. Working sight. Shoulder sling. 35 in. long.
79 N 2628C—Shipping weight 2 lbs. $1.99

NOTE: Caps not included with any cap-firing toy.

Johnny Eagle

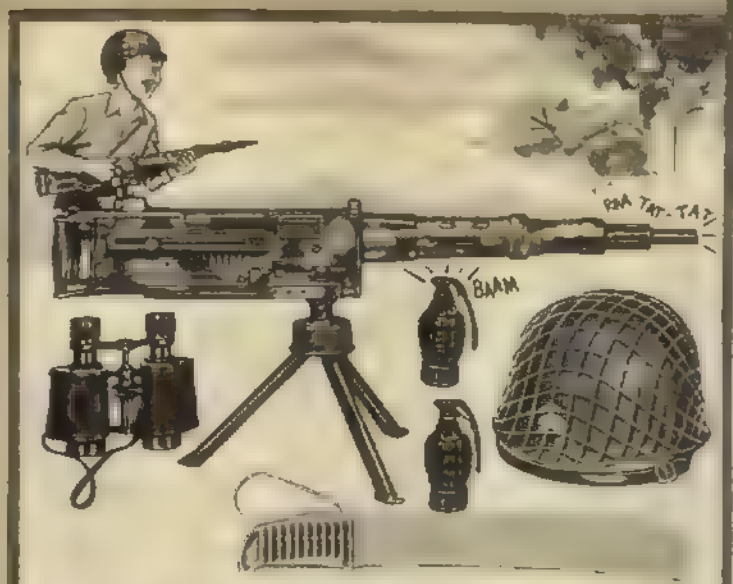


$4.99

Fires caps, shoots bullets, ejects shells . . rear sight knob turns

Exciting model of a military semi-automatic rifle. Magazine feeds plastic bullets into barrel for fast firing. Plastic with wood-grain and metal effect. Shoulder sling. 36 inches long.
79 N 2669C—Shipping weight 4 lbs. $4.99

Note simulated air-cooled metal barrel chamber and magazine with 6 bullets



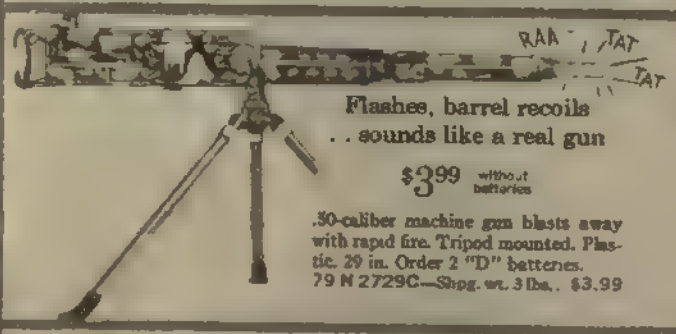
.50-caliber machine gun chatters as red muzzle recoils and shell cartridges fly out . . 2 cap-firing grenades land with a "bang"

Jungle Gunner Set $3.99

Hack your way through the underbrush with flexible machete. Tote 23-inch camouflaged machine gun to your position—mount it on sturdy detachable tripod. Wear helmet with camouflage netting as you sight advancing enemy with binoculars. Ready grenades with single shot caps (not incl.). Plastic.
79 N 2645C—Shipping weight 3 pounds $3.99

Gung Ho Commando Outfit $8.99 without batteries

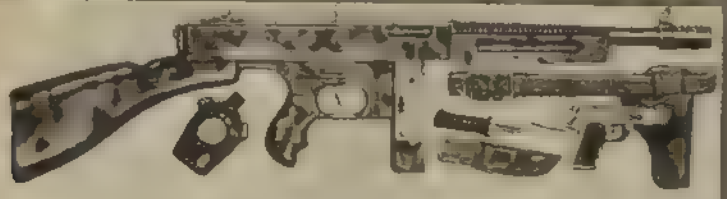
Enough equipment for any assignment. Battery-powered 31-inch machine gun roars, flashes, ammo belt moves. Wear .45 cal. pistol with holster, belt, knife sheath. Also camouflaged helmet, poncho, dog tags, insignia. Carry walkie talkie, wrist compass and field pack with full mess kit, canteen, map, case. Plastic. Order 3 "D" batteries below.
79 N 2607C—Shipping weight 7 pounds. $8.99
79 N 4660—"D" Battery. Shpg. wt. each 4 oz. Each 16c; 4 for 60c



Flashes, barrel recoils . . sounds like a real gun

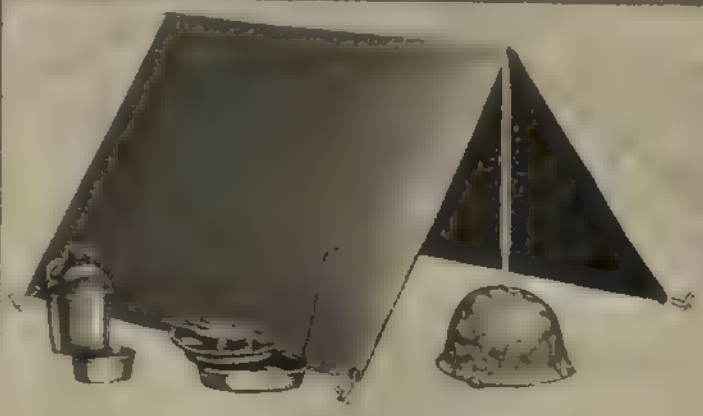
$3.99 without batteries

.30-caliber machine gun blasts away with rapid fire. Tripod mounted. Plastic. 29 in. Order 2 "D" batteries.
79 N 2729C—Shpg. wt. 3 lbs. . $3.99



G.I. JOE 6-piece Infantry Outfit $3.99

You're America's fighting man with cap-firing 24-inch Tommy gun, .45-cal. pistol. Knife, canteen, compass . . all plastic. Leather holster, belt and sheath.
79 N 2677C—Shipping weight 3 pounds $3.99

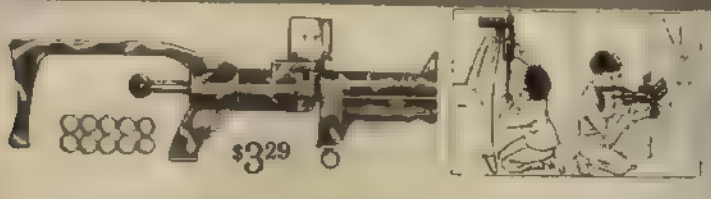


Army Pup Tent Camping Set $3.33

Pick a site for your headquarters and pitch tent. 39x80-inch polyethylene resists tearing, leaking. 36 inches high with rope, stakes and poles. Includes plastic mess kit, canteen, cup, helmet and insignia.
79 N 2690C—Shipping weight 4 pounds. $3.33

The Fighting Sergeant Set $2.99

Blow whistle to regroup troops. Lead platoon with cap-firing 31-inch M-1 Garand rifle . . attach flexible bayonet for close combat. Helmet with netting, canteen, 2 grenades. All plastic.
79 N 2673C—Shipping weight 3 pounds. $2.99



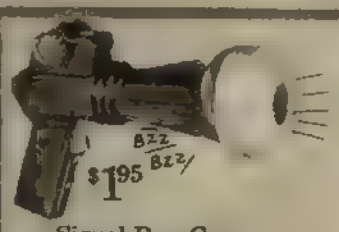
Here's the Gun that shoots around corners

Aim and shoot without being seen. Barrel pivots 180° while mirror sight automatically swings to proper angle. Use it as "periscope" to spot targets. Semi-automatic, air powered. 21-in. plastic. 10 sponge rubber balls.
49 N 2623—Shipping weight 1 lb. 13 oz. $3.29

$1.99

Military Field Kit

Get set for action with pistol, cap-firing grenade, whistle, camouflaged helmet. When fighting lets up, relax with canteen, mess kit. Plastic.
49 N 2648—Wt. 1 lb. 8 oz. $1.99



$1.95

Signal Ray Gun

Relay messages with blinker. Morse code. Vary your signals with red, white and green lens. Has built in buzzer. Plastic, 8 inches. 2 "C" batteries included.
49N2687-Wt.12oz $1.95

Caps not included with any cap-firing toy

Only genuine top-grain cowhide looks authentic, feels smooth and wears long. Every belt and holster on this page is made of this fine leather. And all sets are Sears exclusive designs

$3.99

LIGHTNIN' FAST
DOUBLE HOLSTER SET

Guns whip out with sweep of hands . . cylinders revolve with each shot

Fast-draw tubular-style holsters let you wear guns "butt back" for quick action or forward for slick cross-draw. Natural tan finish holsters and full-contour belt lavishly tooled with Longhorn design in contrasting brown. Leg ties. Famous Texan 10½-inch nickel-plated metal pistols with plastic simulated bone handles fire roll caps. Six silver color play bullets. 3 each in 2 belt clips

49 N 2838—Shpg. wt. 2 lbs. 8 oz. $3.99

Belts on these pages fit waists up to 28 inches unless otherwise noted. Caps not included with any cap-firing gun.

$3.99

TV's Bonanza Double Holster

Embossed natural color hip-slung belt, fast-draw holsters. 9¼-inch nickel-plated 50-shot cap repeaters, bone-like handles

49 N 2643 Shpg. wt. 2 lbs. 8 oz. . . $3.99

$3.99

TV's Matt Dillon Double Holster

Fast handling 9½-inch nickel plated 50-shot pistols, bone like handles. Natural finish belt and "jeweled" quick-draw holsters.

49 N 2703—Shpg. wt. 2 lbs. 8 oz. . . . $3.99

$2.99

Roy Rogers Double Holster

Natural tan finish contour belt, cross-strap holsters, leg ties. Two 8-inch nickel finish pistols shoot roll caps. Brown wood-like handles

49 N 2840—Shpg. wt. 1 lb. 8 oz. $2.99

$2.99

Black Raven Double Holster

Tooled black leather contour belt, "stand off" style holsters. Nickel finish 8-inch 50-shot cap repeaters, bone-like handles

49 N 2828—Shpg. wt. 1 lb. 12 oz. . . . $2.99

$1.99

Western Star Double Holster

Holsters and belt in deep embossed natural finish. Nickel-plated 50 shot 7½-inch metal cap repeaters. Fits 21 to 26-in. waist

49 N 2827 –Shpg. wt. 1 lb. 8 oz. . . . $1.99

$2.99

Wild Mustang Single Holster

Embossed tan and brown finish contour belt with tubular holster for fast or cross-draw. 10½-inch nickel-finish roll cap repeater

49 N 2837—Shpg. wt. 1 lb. 8 oz. . . . $2.99

$1.95

Quick-Draw Single Holster

Stand-away holster, hip slung belt in tooled tan and cordovan finish. 50-shot 8-inch metal cap pistol. Fits 21 to 26-in. waist

49 N 2825—Shpg. wt. 1 lb. $1.95

Helps cowpokes keep the bunkhouse neat . .

Western Gun and Clothes Rack

$3.49

Six horseshoe hooks for guns, holsters, pants, hats. 20x20-in. lacquered solid pine with thongs, conchos. Hardware. Unassembled.

79 N 2734C –Shpg wt 4 lbs. . $3.49

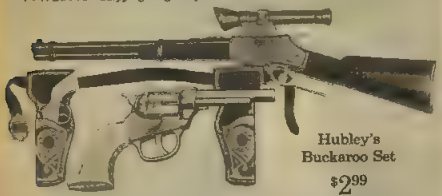
Save this catalog . . you can order toys on pages 441 to 673 from now until September 1, 1966.

Mattel's Shootin' Shell Buffalo Hunter Set $5.99

Shoot caps and bullets with 26-in. lever-action Western style rifle or 9-in. Fanner six-shooter. Rifle ejects shell. Metal and plastic. Flexible knife, leather case, holster, belt, 9 cartridges, 30 bullet noses.
79 N 2681C—Shipping weight 3 pounds $5.99

Mattel's Winchester Frontier Set $3.99

Lever-action 26-in. Shootin' Shell rifle shoots caps, bullets, ejects shell. Fanner 10¾-in. pistol shoots caps. Both made of plastic and metal. Black Dura-Hyde® plastic holster, belt, 2 cartridges, 6 bullet noses.
79 N 2644C Shipping weight 3 pounds $3.99



Hubley's Buckaroo Set $2.99

For long range or close-up shootouts . . 27-in. lever-action Western style rifle with scope. "Jeweled" brown leather holsters hold 7¾-in. nickel-finish metal pistols. Rifle and pistols shoot roll caps. Adjustable leather belt.
79 N 2843C—Shipping weight 3 pounds $2.99

Scaled down guns and holsters for younger cowboys

Western tooled Double Holster $1.79

Contour belt of top-grain leather. Two 6½-inch nickel-finish metal pistols shoot single caps. Three play bullets in clip on belt. Fits 18 to 23-inch waist.
49 N 2835—Wt. 12 oz. . . . $1.79

Black leather Double Holster. Handsome silver-color metal conchas, contrasting screened trim. Nickel-finish 6-inch pistols shoot single caps. Separate adjustable belt fits 16 to 23-inch waist.
49 N 2839—Wt. 10 oz. . . 99c

Cap-firing rifle and double holster Set $1.99

Lever-action 27-inch rifle shoots roll caps. Plastic and metal. Two 6-inch metal pistols shoot single caps. Leather holsters, "jewel" conchas, brown and white finish. Belt. Fits 18 to 23-in. waist.
79 N 2842C—Wt. 2 lbs. . $1.99

Your fightin' fame spreads throughout the West . . and you're ready with saddle carbine for distant "shots", pistols and bowie knife for the showdowns

$4.99

Authentic Western rifle is a 32-in. beauty. Real lever action, shoots 250 caps. Black steel barrels, nickel-plated working parts, embossed simulated curly maple stock and fore-end. Two 7¾-in. nickel-finish pistols shoot roll caps. Quick-draw leather holsters in natural two-tone finish, "rope spot" design. Flexible 9-in. knife in matching leather case fits belt. Marshal's badge.
79 N 2832C—Shipping weight 4 pounds. $4.99

8-piece Outfit for small gunslingers

Includes rifle, 2 pistols, vest, 'kerchief with holder, "white fur" trimmed double holsters $3.39

Plastic and metal 27-in. Western-rifle shoots roll caps. Brown leather holsters sport "jeweled" conchas, hold 6-in. single shot pistols. Fits 18 to 23-in. waist.
79 N 2844C—Shipping weight 2 pounds . . $3.39

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

NOTE: Caps not included with any cap-firing toy

Make spiders, snakes, bugs . . lots of creepy things so soft, so "real", they'll fool anybody

Creepy Crawlers

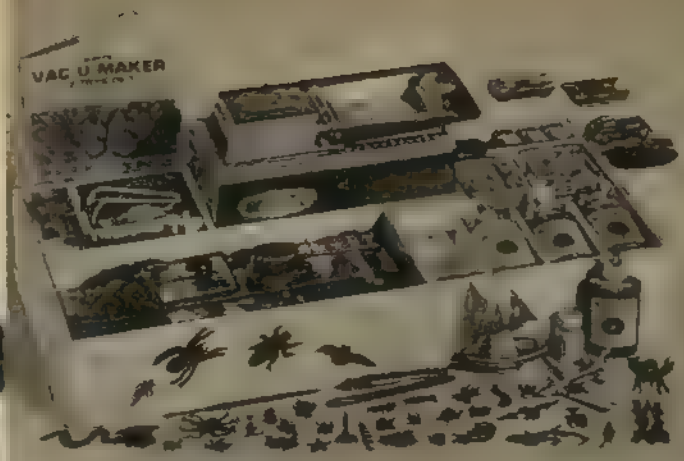
The Thingmaker by Mattel makes 30 kinds $6.66

It's wild . . and so are all the Creepy Crawlers you make with the Thingmaker. Select a mold . . fit it with Plastigoop in one or more of the four colors. Place mold in the electric Thingmaker to heat, cool it, and look! There's a wiggly plastic Creepy Crawler to use for a toy, a trick, or jewelry. You can embed wires in the Crawlers to "pose" them, too. Set includes die-cast metal molds, Plastigoop, heater, cooling tray, knife for trimming, cement, jewelry findings, instructions.

49 N 2111 - Shipping weight 5 pounds $6.66

Plastigoop Refills. Four 2-oz. bottles, ea. black, red, yellow, green.

49 N 2078—Shipping weight 10 ounces . . . . . Pkg. $1.99



Make hundreds of toys with Vac-U-Maker $15.99

Two exciting toys in one. Mattel's popular Vac-U Form plus the new Thingmaker. 86 molds for Vac U Form toys and Creepy Crawlers. 4 bottles of Plastigoop. 112 sheets of colored, clear and metallic plastic, plus all the equipment needed to make boats that float, jeeps and tanks, jewelry, planes that fly, beetles, turtles, snakes, countless objects from the molds supplied or molds you make yourself.

79 N 2166C—Shipping weight 11 pounds $15.99

Vac-U-Form makes toys, jewelry, lots more $11.44

Mattel's sturdy metal machine that forms permanent plastic into exciting toys, jewelry, comic buttons, signs, from more than 60 molds. 17x11x17 inches high, has 65 sheets of plastic. Everything you need for toy making, including instruction book. Order extra mold kits below.

49 N 2165—Shipping weight 7 pounds 12 ounces. $11.44

49 N 2283—Airplane Mold Kit. Shipping weight 4 ounces	94c
49 N 2284—Boat Mold Kit. Shipping weight 4 ounces	94c
49 N 2285 - Car and Truck Mold Kit. Shipping weight 4 ounces	94c
49 N 2289—Animal Mold Kit, with pipe cleaners. Shipping wt. 4 oz.	94c
49 N 2291 - Military Mold Kit. Shipping weight 4 ounces	94c
49 N 2292 - Commercial Truck Mold Kit. Shipping weight 4 oz.	94c
49 N 2221 - Vac-U-Form Refill Material Pak. Shipping wt. 6 oz.	88c

Road Builder Set makes 50 models $9.99

Makes more than 50 HO scale action toys . . movable trucks, tractors, graders, others. Pour re-usable plastic into 8½-inch mold, heat in injection-molding machine. Melting process is thermostatically controlled; toys come out just right every time. Plastic, metal parts, adhesive, paints included. Shpg. wt. 6 lbs.

79 N 2260C. $9.99

Extra Parts. 4 bags of plastic, metal, axles, etc. Wt. 1 lb. 11 oz.

49 N 2258. . Box $1.77

Note: All electrical items on this page are UL listed, 110-120v, 60~ AC.

Electric Mold Master by Kenner

Combat Group Set molds a whole army $9.99

Injection molding method used by toymakers produces tanks, jeeps, missile launchers, soldiers, even 3 pistols that can shoot short range plastic bullets. Make different combinations each time with reusable plastic in four colors. Safer to use . . exterior of Mold Master stays cool. Includes metal parts, paints, adhesives. Shpg. wt. 6 lbs.

79 N 2184C. $9.99

Extra Parts for Combat Set. 4 bags of plastic, plus metal gun barrels, triggers, etc.

Wt. 1 lb. 7 oz.

49 N 2018. . . . . Box $1.77

You can order toys from this catalog, pages 441 to 673, from now until Sept. 1, 1966

Just touch antenna with control stick . . goes forward, reverses, turns and stops

DICK TRACY COPMOBILE BY IDEAL

SAVE 40%. DICK TRACY COPMOBILE. Pursue lawbreakers with this plastic police car—a sleek 24 in. long. It goes forward, stops, reverses, turns by touching antenna with special control stick. Use "radio hand mike" to project voice and as a public siren. Needs 4 "D" batteries, order on Page 306. Ship. wt. 5 lbs.
48 T 2856 M—Was $9.99 Last Year. Now **$5.99**

SAVE 40% to 54%

YOUR CHOICE

$5.99

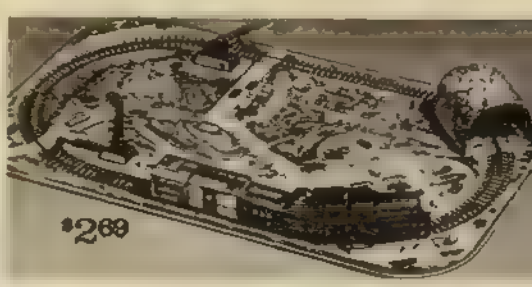
Clancy the Great

the lovable life-like monkey by Ideal

SAVE 54%. A LOVABLE 21½-IN. HIGH MONKEY—so life-like you'll think he's a real playmate. Take him by the hand, press tiny concealed switch, he skates right along with you. Toss metal coins (incl. into his hat, he'll skate toward you. Nods his head from side to side, makes monkey sounds. Vinyl head, plastic body. Roller skates will not mar floors. Needs 3 "D" batteries, order on Page 306.
48 T 2857 M—Ship. wt. 9 lbs. Was $12.99 Last Year, Now **$5.99**

$3.98

CONEY ISLAND EXPRESS. The newest amusement park ride that will really fascinate the kids. Two windup steel cars about 3¼ in. long whir down and around turns just like a real roller coaster. Colorful background scenery. Base about 21½x15 in., 3¾ in. high. Sturdy construction, brightly lithographed. Fully assembled.
48 T 2893—Ship. wt. 2 lbs. 4 oz. **$3.98**



$2.69

SCENIC EXPRESS. 3-car train speeds around track, semaphore and gate operate automatically. Metal base with lithographed roads, houses and cars. Plastic locomotive runs through tunnel and railroad crossing. Strong wind-up clock-spring motor. Base measures about 21¾x13 in.
48 T 2848—Ship. wt. 2 lbs. 8 oz. **$2.69**

SAVE THIS CATALOG! Toys are available until October 1, 1965.

[1] $3.99

GAYLORD AND LADY GAYLORD By Ideal

[2] $9.99

[1] LADY GAYLORD—pretty, long-lashed partner of Lord Gaylord (below). Waddles along in her cute sombrero. Made of sturdy plastic, about 16 in. Includes paperboard dog house wagon feeding dish.
48 T 1328—Ship. wt. 2 lbs. 12 oz. **$3.99**

[2] GAYLORD THE BASSET HOUND acts just like a real dog—walks, climbs shallow steps, even barks. A hidden magnet enables him to catch a bone with his mouth. Pull leash, he'll go forward, stop, back up. Sturdy plastic; 23 in. long. Order 4 "D" batteries.
248 WARDS — Page 306. Ship. wt. 8 lbs.
48 T 2821 MO. **$9.99**

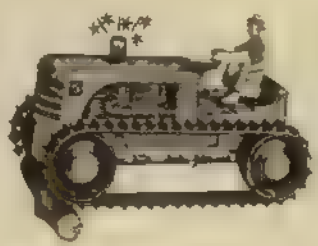
HEAVY-DUTY TRACTOR

$2.47

EMITS HARMLESS SPARKS! Diesel model with rubber treads, powered by easy-to-wind clock-spring motor. Lithographed steel with non-mar vinyl scraper. Includes driver and key. About 10 in. long.
48 W 2866—Ship. wt. 1 lb. 8 oz.

CLIMBING TRACTOR

$1.49



CLIMBS OVER OBSTACLES . . has sure-grip rubber caterpillar treads for firm traction. Easy-to-wind clock-spring motor with brake and key. Colorful, lithographed metal with visible "motor" and plastic driver. Emits harmless sparks. About 8½ in. long.
48 W 2865—Ship. wt. 1 lb. 6 oz. **$1.49**

$6.66

FIREBALL EXPRESS

Feed the Tender . . Pull Lever . . Away It Goes

FIREBALL EXPRESS. Drop tiny plastic balls into locomotive tender to switch engine on. It chugs along and shoots the balls from the smokestack. Balls included. Wt. 5 lbs. 5 oz.
48 T 2911—Uses 2 "D" Batteries—order, Page 306. **$6.66**

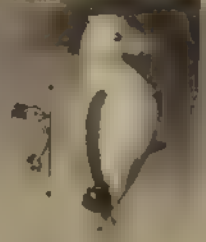
"CHAP"

COMES WHEN YOU CALL

Just Whistle, Clap or Speak . . He Acts Just Like a Real Puppy $9.74

SOFT AND FLUFFY, LOVABLE "CHAP" ACTUALLY COMES TO YOU WHEN YOU CALL HIS NAME. Moves like a real puppy. Sound waves are changed into an electronic impulse and "Chap" comes to you when you either whistle, clap or call out his name. No external controls necessary. As you whistle he moves closer to you. He barks just like a real puppy, too. Soft, cuddly Plush coat. Sturdy steel frame mounted on easy-rolling wheels. About 11 in. long. Uses one 9 volt and two 'D' batteries, not included order on Page 306
48 T 2890—Whistle included. Shipping weight 3 lbs. **$9.74**

89¢ Walking Cow



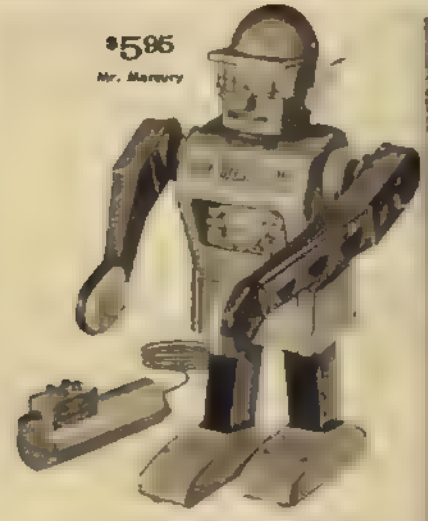
93¢ Yogi Bird

WALKING COW. Drop weighted string over table edge, cow walks to edge and stops. Milk it, too, by pumping tail. Small milk pail incl. Tinted plastic 5¼ in. long
48 T 2908—Ship. wt. 4 oz. .. **89¢**

YOGI BIRD. Walks up walls, doors, windows. Brightly colored plastic with bell that tinkles as he moves—fascinates everyone Pull string. About 5 in. high.
48 T 2963—Ship. wt. 4 oz. **93¢**

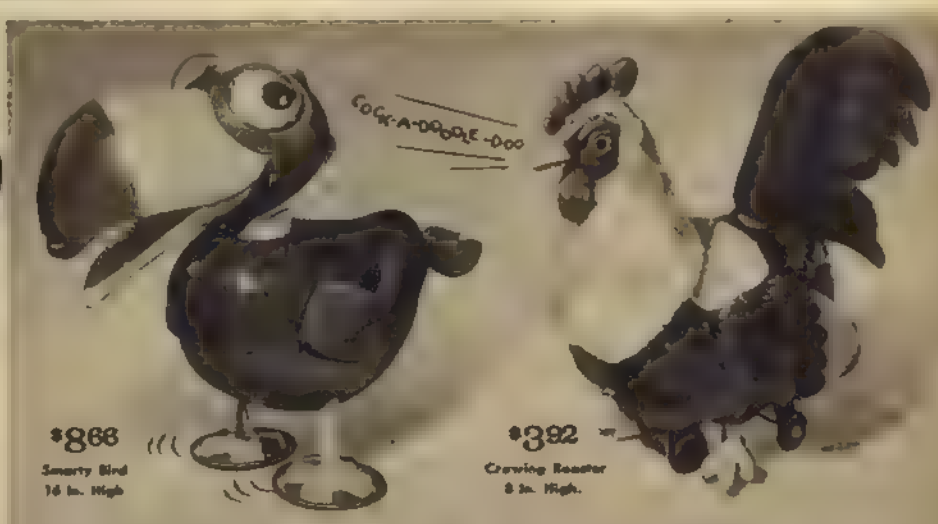
$3.74 Bixby and the Bunny

BIXBY AND THE BUNNY. Wind up bunny. Remote controlled Bixby moves up to Bunny who quickly scurries away when Bixby's nose touches Bunny's tail. Bixby moves to left or right, forward or backward. About 9 in. and 4 in. long respectively
48 T 9922—Uses 2 "D" batteries, not incl., order, Pg. 306. Ship. wt. 1 lb. 12 oz. **$3.74**



$5.95 Mr. Mercury

MR. MERCURY. Metal body—he walks, bows, raises arms, closes plastic foam hands to grab objects—all by remote control. Order 2 "D" batteries Pg. 306. Wt. 3 lbs. 8 oz.
48 T 2940—About 13 in. high. **$5.95**



$8.66 Smarty Bird 16 in. High

$3.92 Crowing Rooster 8 in. High.

SMARTY BIRD. Touch his tail feathers and he moves backward or forward on his rotating web feet, while his eyes roll around. Whistles while he moves. Order 3 "D" batteries separately—order, Page 306.
48 T 2824 M—Abt. 16 in. high. Wt. 5 lbs. **$8.66**

CROWING ROOSTER. Moves along—stops, flaps wings, raises head. Crows. Repeats. Changes direction when it touches an obstacle. Plush cover, 8 in. high. Order 2 "D" batteries—Pg. 306.
48 T 9926—Wt. 1½ lbs. **$3.92**

Fantasy Set

62 pcs. 2.77

Floral-pattern dinnerware for 6. Plates, saucers are metal, remainder of set is plastic. 6 each plates, cups, saucers, covered casseroles, knives, forks, spoons, plastic doilies. Also covered teapot, covered sugar bowl, creamer, salt and pepper shakers, serving tray (3 lbs.)
35 J 6060. Set 2.77

Skandia Set

55 pcs. 2.99

Contemporary dinnerware set in sturdy plastic . . . so smart when your little hostess entertains special friends or rather important dollies. Service for 4 includes 4 each plates, cups, saucers, salad bowls, covered casseroles, tinted goblets, napkins, plastic doilies, knives, forks, spoons. Also covered teapot, sugar bowl, creamer; salt and pepper shakers. (2 lbs. 12 oz.)
35 J 6065 . Set 2.99

Rose China Set

41 pcs. 3.97

Exquisite set imported from Japan. Little girls love this miniature version of Mommy's best china. Service for 6 includes 6 each dinner and dessert plates, saucers cups, soup bowls. Complete with serving extras: oval and round platters, covered vegetable dish, covered sugar bowl, creamer, covered teapot, salt and pepper shakers. Mail (6 lbs.)
Z36 J 6002... Set 3.97

Old English Set

64 pcs. 3.97

Set an elegant table, this sturdy plastic dinnerware has the look of fine English china. Complete with silver-color teapot with cover, creamer, covered sugar bowl plus 2 candelabra . . . also 6 each knives, forks, spoons. Service includes 6 each plates, cups, saucers, salad bowls, 1 oval tray, salt and pepper shakers. Also 6 "crystal" goblets, 6 napkins. (3 lb.).
35 J 6064 Set 3.97

Gleaming dinner service for 6 plus magic percolator that's always full

44 pc. set 2.99

Tilt the percolator and pour, it refills like magic when you set it down . . . no mess, no spills ever! Plastic perc and 6 goblets. 44 piece set includes 6 each aluminum plates, cups, saucers, knives, forks, spoons. Also service tray. Shipping weight 1 lb. 6 oz.
35 J 6066 .....Set 2.99

Fantasy Set

62 pcs. 2.77

Floral-pattern dinnerware for 6. Plates, saucers are metal, remainder of set is plastic. 6 each plates, cups, saucers, covered casseroles, knives, forks, spoons, plastic doilies. Also covered teapot, covered sugar bowl, creamer, salt and pepper shakers, serving tray (3 lbs.)
35 J 6060. Set 2.77

Skandia Set

55 pcs. 2.99

Contemporary dinnerware set in sturdy plastic . . . so smart when your little hostess entertains special friends or rather important dollies. Service for 4 includes 4 each plates, cups, saucers, salad bowls, covered casseroles, tinted goblets, napkins, plastic doilies, knives, forks, spoons. Also covered teapot, sugar bowl, creamer; salt and pepper shakers. (2 lbs. 12 oz.)
35 J 6065 . Set 2.99

Rose China Set

41 pcs. 3.97

Exquisite set imported from Japan. Little girls love this miniature version of Mommy's best china. Service for 6 includes 6 each dinner and dessert plates, saucers cups, soup bowls. Complete with serving extras: oval and round platters, covered vegetable dish, covered sugar bowl, creamer, covered teapot, salt and pepper shakers. Mail (6 lbs.)
Z36 J 6002... Set 3.97

Old English Set

64 pcs. 3.97

Set an elegant table, this sturdy plastic dinnerware has the look of fine English china. Complete with silver-color teapot with cover, creamer, covered sugar bowl plus 2 candelabra . . . also 6 each knives, forks, spoons. Service includes 6 each plates, cups, saucers, salad bowls, 1 oval tray, salt and pepper shakers. Also 6 "crystal" goblets, 6 napkins. (3 lb.).
35 J 6064 Set 3.97

Gleaming dinner service for 6 plus magic percolator that's always full

44 pc. set 2.99

Tilt the percolator and pour, it refills like magic when you set it down . . . no mess, no spills ever! Plastic perc and 6 goblets. 44 piece set includes 6 each aluminum plates, cups, saucers, knives, forks, spoons. Also service tray. Shipping weight 1 lb. 6 oz.
35 J 6066 .....Set 2.99

Lots Of Pieces . . New Patterns

SHE'LL SET THE MOST BEAUTIFUL TABLE with her "crystal" and "silver" Plastic set includes: metallized teapot with cover, candelabra; sugar bowl with cover, creamer "Crystal" oval serving tray; napkin holder, 8 napkins; salt, pepper shakers. 6 each: saucers, plates, cake plates, cups, tinted "crystal" goblets, individual soup bowls, petite pans, bread and butter plates. 12 each: metallized knives, forks, spoons.

48 T 4677—100 pcs. Service for 6. Ship. wt. 2 lbs. 12 oz. . . . . Set **$4.99**
48 T 4678—Same as above but 72 pcs. Service for 4. Wt. 2 lbs. 8 oz. Set **3.99**

MORE PIECES THAN EVER BEFORE! Plastic set includes "two burner" buffet grill, 3 pc. canister set; chafing dish, cover, warming stand; salad bow, servers, bowl of plastic fruit; salt, pepper shakers; 6 napkins, holder Casserole, cover, warming stand, platter; teapot, cover, sugar bowl, cover, creamer Six each: plates; saucers; individual salad bowls, casseroles, carafes, butter dishes; goblets; cups; knives, forks, spoons, plastic doilies.

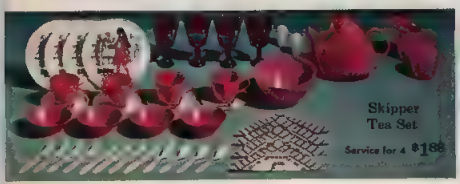
48 T 4681—129 pcs. Service for 6. Ship. wt. 4 lbs. . . . . Set **$5.99**
48 T 4682—Same as above but 101 pcs. Service for 4. Wt. 3 lbs 6 oz. Set **4.99**

A BIG HIT WITH YOUNG TEA-TIMERS. Plastic set includes: serving casserole with cover, warming stand; teapot with cover, creamer, sugar bowl with cover; cutlery tray; platter. 8 each: plates, saucers, cups, tinted "crystal" goblets, individual casseroles with covers, napkins, knives, forks, spoons, "crystal" carafes.

48 T 4695—76 pcs. Service for 6. Ship. wt. 2 lbs. 12 oz. . Set **$3.99**
48 T 4696—Same as above but 54 pcs. Service for 4. Wt. 2 lbs. 4 oz. Set **2.99**

TRADITIONAL "HOB NAIL" MILK GLASS STYLE—looks like the real thing! Set includes: Teapot with cover, sugar bowl with cover; creamer; lazy susan; oval serving tray, napkin holder, 6 napkins. 6 each: service plates, dinner plates, saucers, knives, forks, spoons, tinted "crystal" goblets, cups, plastic doilies, petite pans.

48 T 4698—74 pcs. Service for 6. Ship. wt. 2 lbs. 12 oz Set **$3.99**
48 T 4700—Same as above but 52 pcs. Service for 4. Wt. 2 lbs. 3 oz. Set **2.99**



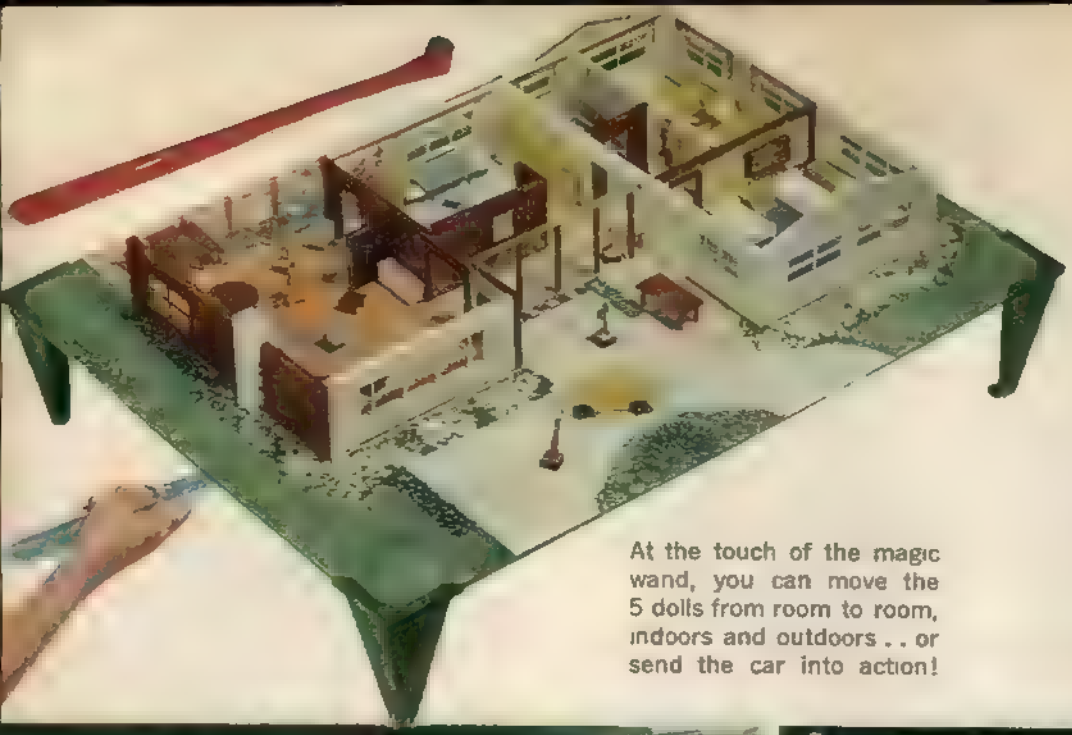
GAILY DESIGNED PLASTIC SET includes: large serving salad bowl, teapot with cover, creamer with cover, sugar bowl, salt, pepper shakers. 4 each: plates, saucers, individual salad bowls, tinted "crystal" goblets, cups, knives, forks, spoons, napkins.

48 T 4702—44 pcs. Service for 4. Shipping weight 1 lb. 10 oz. Set **$1.88**

PERFECT GIFT FOR YOUR LITTLE HOMEMAKER! Plastic set includes: teapot with cover, sugar bowl with cover, creamer, napkin holder, 4 napkins; salt, pepper shakers. 4 each: cups, saucers, cake plates, bread and butter dishes, goblets, sherbets, knives, forks, spoons.

48 T 4701 -48 pcs. Service for 4. Ship. wt. 1 lb. 8 oz. . . . . Set **$1.88**

SHOP EARLY, PHONE EARLY—SEE PAGE 392



Magnetic Doll House

$3.94

Point a Magic Mover wand and the magnetized doll family glides into motion without being touched. Open roof lets you watch the action. Modern 5 room house with over 40 pieces of furniture and accessories to be arranged many ways. Set includes 15 walls, 5 dolls and a snappy little car. 16x20-inch Masonite Presdwood base on studs covered with brown wall-to-wall carpeting and 4 sturdy plastic legs. Two plastic wands included. Partly assembled. Easily sets up on table or on floor. Shipping weight 6 lbs.

79 N 1433C.. $3.94

Save this catalog . . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

At the touch of the magic wand, you can move the 5 dolls from room to room, indoors and outdoors . . or send the car into action!

$5.99

Spacious fully furnished Colonial Doll House with electric light, front door that opens . .

Modern styled Colonial doll house of sturdy hardboard. Opens at front and back. Has TV living room, kitchen, bedroom, bathroom. Includes 32 pieces of plastic furniture and accessories. Stands about 26x[illegible]x5½ in. high. Unassembled. Uses one "D" battery, order below.

79 N 1410C [illegible] $5.99

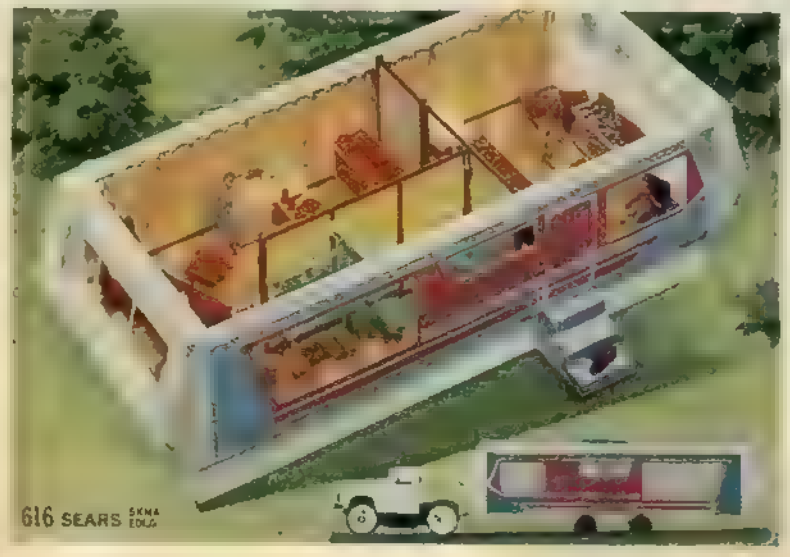
79 N 4660 [illegible] Battery. Shpg. wt. each 4 oz. Each 16c 4 for 60c

$3.99

For Sale: Furnished Colonial Doll House with sundeck. The purchase price is low

Use it like a house now and sell it later! Colonial styled doll house of sturdy hardboard. Opens at front and back. Has kitchen and bathroom with [illegible] accessories. 4-doll family eager to move in. Includes decorated [illegible]

79 N 1458C [illegible] Shpg. wt. 7 pounds $3.99



You're free to roam in this furnished MOBILE HOME with truck tractor

$9.44 [illegible] | $6.99 [illegible]

Travel the country or set up housekeeping in a trailer court with this modern mobile home. Free-wheeling pull-behind truck tractor moves the trailer wherever you like. Colorful plastic furniture can be taken apart and rearranged in endless variations. Arrange, rearrange, break down, start all over again. You can make various styles of walls, partitions, floors. Parts interlock; no glue or tools needed. Frames for walls can be moved to vary the size of rooms. Roof with skylight removes for playtime. Transparent plastic windows give the doll family a clear view of the outdoors. Two lower panels slide to the front and rear. Trailer with tractor has 3 steps. Trailer is brightly decorated, high-impact plastic and heavy paper chipboard.

79 N 1412L Shipping weight 5 pounds $9.44

79 N 1480C Mobile home only. 28 in. long. Wt. 4 lbs. 6.99

Just say "Charge it" when you phone your order

Add water to mix, fill cookie press . . . and bake golden brown heart, star or animal cookies . . then frost and decorate them

..Eat 'em up

Jr. Chef Cookie Factory with electric oven and moving conveyor belt $9.99

When you turn the sand timer, conveyor automatically moves cookies through steel oven. With 5 plastic cookie press, cookie decorator, 14 utensils, easy-to-read recipe book. Heats 20x[illegible] inches.

79 N 1131C Shipping weight 6 pounds. $9.99
49 N 1138 12-pc. Cookie Mix Refill Set. Wt. 1 lb. 2 oz. 1.99

$9.88 Magic-Cool Electric Oven

Knobs move pan to oven—hands stay away from heat. Takes pans up to 4 inch

Put pan in open-loading chamber . . it automatically heats in oven. Child never touches heated portion of oven (outside temp. [illegible] warm 100°F.) Double window lets cook watch foods. When done, twist knob and pan slides into cooling chamber. Heavy gauge metal with porcelain enamel and wire heating element. 11x10x6 inches deep. With 6 food mixes, 8 utensils and cook book.

49 N 1222—Shipping weight 8 pounds. $9.88

Whip up drinks, cake batters

Electric Mixer $6.99

Works like a big portable mixer. Makes frothy milk shakes . . beats cake and cookie batters. With mixer blade, 2 egg-beater blades, bowl, measuring spoon, recipes. 8 in. high with blades. Wt. 2 lbs. 10 oz.

49 N 1268 $6.99

Soft plastic blades are safer

Easy Bake Oven now with corn popper $13.66

Pour [illegible] corn kernels [illegible] oven. Watch corn pop to the [illegible] Pull knob and corn [illegible] automatically [illegible] cool. Baking chamber takes pans up to 4 in. Bakes cakes, pizza, candy, etc. With 12 mixes, 3 bags of popcorn, 2 caramel syrup mixes [illegible] recipe book. Heavy-gauge plastic, 14x12x7 in. deep. Uses two 100 watt bulbs, not included. Shipping weight 9 lbs.

79 N 1186L $13.66

Food Mix Set $2.99

From 16 individual box mixes you can bake and frost 3 cakes, make pancakes, cookies, pudding, gingerbread, pie, lots more. Also 16 baking utensils including pans, cookie sheets, cutters. Recipes.

49 N 1214—Shpg. wt. 2 lbs. $2.99

Extra Mixes $1.49

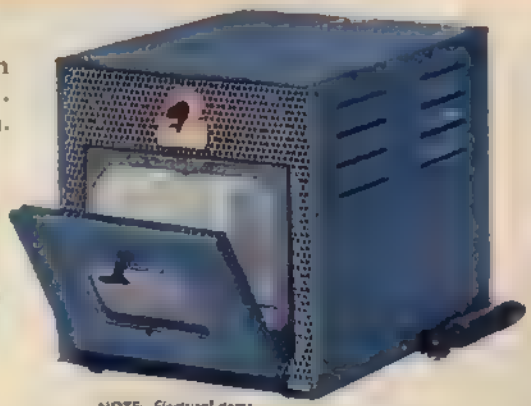
Restock the junior pantry with 12 refills—2 cake and frosting mixes, pancakes, pie, biscuits, gingerbread, and cookies. Wt. 1 lb. 2 oz.

49 N 1249. . . . . $1.49

Big Electric Oven with thermostat . . takes pans to 7 in. $15.88

Bakes bigger cakes than other ovens. Heats from 200 to 400. Fiber glass insulation. Double glass window. Steel, 15x12x13 in. high. Shipping weight 18 lbs.

79 N 1226L . $15.88



You can order toys from pages 441 to 673 from this catalog until Sept. 1, 1966

NOTE: *Electrical items on page 61 listed, 110-120-volt, 60-cycle AC*

Duffy's Daredevils!

Hurdle through a hoop of fire!
Daredevil thrills and chills!

3.99

Duffy's Daredevils

Couple this miraculous car to the tube-motor launcher. Now crank. Then aim at the ramp. Touch the button and watch it take off. Watch the daredevil car change through the "hoop of fire," leap over the stacked barrels only to land on four wheels every time with "Bounce-back-balance." Comes with adjustable ramp aiming ramp, 6 barrels, "hoop of painted fire," rider, and pull-man. Car is 8x3x2 in. high.

X 924-7487 A—Wt. 2 lbs. 8 oz. 3.99

3 3.33

Zany fun with the "Nutty Mad" Car.

1 **NUTTY MAD CAR.** A fantastic combination of mad car and mad driver, wildly lithographed in brilliant colors. Throw the switch and the car runs forward, then rears up on its back wheels, zig-zags across the floor as headlights wiggle. Driver has molded vinyl head, car has sturdy metal body. Rubber wheels. Spare tire on the back of the car. Nutty Mad Car is 8½" long and 4½" high. Powered by 2 "D" batteries (not included—order on page 372). Imported from Japan.

X 923-4519 A—Shipping weight 2 lbs. 3.77

You'll laugh as it shakes down the road.

2 **THE OLD-TIME CAR.** It rattles and shakes and groans down the road. You'll find an old-timer in the driver's seat too! Brightly painted metal body. A flick of the lever sets the car in motion. 8½x4¼x5¾ in. high. Uses 2 "D" batteries (not included—see page 372). Japan.

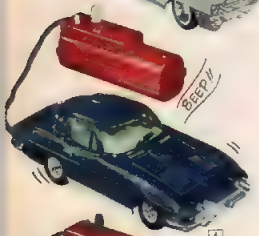
X 923 3495 A—Shipping weight 2 lbs. 2.88

6 6.44 No batteries needed! 7 4.88

Battery-powered cars! Drive! Speed! Pass!

3 **REMOTE-CONTROL CADILLAC.** Dashboard controls feature "power steering," working horn and lights. You can make this 10" car start, stop, turn and reverse. Finely detailed in glossy plastic, shiny chrome-colored trim. "White wall" rubber tires. Powered by 2 "C" cell batteries (not incl.—order on page 372). From Japan.

X 923-2745 A—Wt. 2 lbs. 3.33



4 2.99

4 **REMOTE-CONTROL FERRARI.** You can go forward, and reverse, turn on the headlights, blow the horn. Door, seats and front wheels operate manually. High-impact plastic body, 8x3x2½ in. high. Uses 2 "D" cell batteries (not included—order on page 372). From Japan.

X 924-7495 A—Wt. 14 oz. 2.99

5 1.99

5 **STING RAY.** Looks like those you see on the open road. Turning wheels, operating horn and forward and reverse action. Silver-color bumpers, wheel discs. 8½-in. high-impact plastic body with contrasting interior. Uses 2 "D"-cell batteries (not included—order on page 372). From Hong Kong.

X 923-5227 A—Wt. 9 oz. 1.99

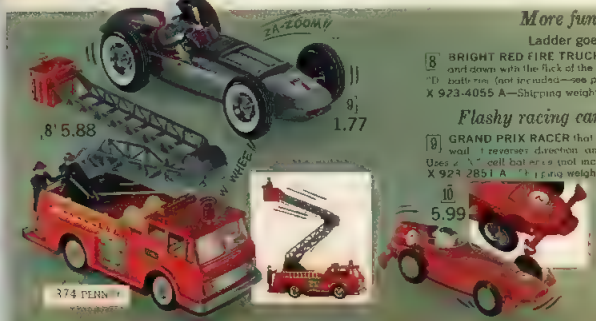
Speed! Action! Roar! All in one toy

6 **V RROOM® POWER WRECKER.** Press down on the winch and a powerful spring sends the wrecker racing along at top speed. Pump the control handle and it roars like real. Flip the switch and the siren wails. Winch operates for towing. High impact plastic; clear plastic windows. 15-in. long. No batteries needed.

X 924-7503 A—Shipping weight 4 lbs. 6.44

7 **REAL-MOTOR ROAR PICKUP TRUCK.** It looks real! It sounds real! Pump the control handle and it roars like a real truck. Flip the special control for the wail of the siren (there's even a loudness control). High-impact plastic with clear windshield and white side-wall tires. No batteries needed, just wind the heavy-duty spring. 7x6½x15 in. long.

X 924 7511 A—Shipping weight 3 lbs. 2 oz. 4.88



8 5.88 9 1.77 10 5.99

More fun battery-powered cars!

Ladder goes up, down! Siren screams!

8 **BRIGHT RED FIRE TRUCK.** Faithful in every detail. Folded aerial ladder goes up and down with the flick of the lever. Plastic. Fire siren. 12½x7x4½ in. wide. Uses 2 "D" batteries (not included—see page 372). From Japan.

X 923-4055 A—Shipping weight 3 lbs. 8 oz. .. 5.88

Flashy racing car—forward and reverse action.

9 **GRAND PRIX RACER** that won't be stopped by obstructions—when it bumps into a wall it reverses direction and is off again. High-impact plastic. Over 7 in. long. Uses 2 "C" cell batteries (not included—order from page 372). From Hong Kong.

X 923-2851 A—Shipping weight 1 lb. 1.77

Pistons flash! Real racing roar!

10 **SPEEDWAY RACING CAR.** Chrome colored exhaust pipe, oversized racing wheels. 17 in. long. On-off switch. 2 levers for speed and wheels. 17x6¾x5 in. high. Plastic and metal. From Japan. Uses 2 "D" batteries (not included—see page 372).

X923-4683 A—Shipping weight 3 lbs. 5.99

—IMPORTS—

52/1

No. 52/1—Friction Plane—New Boeing 727. Modern Eastern plane 12" x 11" x 3½" Friction motor. **$1.00**

22-018

No. 22-018—B/O Fighting Martian Robot — He strides while swinging his arms. Moving antennas — visible gear mechanism. Features a rapid fire gun with sound and lights. 11" tall. **$5.00**

3293

No. 3293—New Western Locomotive w/smoke—Authentic locomotive with all the features that appeal to youngsters. Animated front end, realistic choo-choo sound—actual train whistle, smoke and light. Operates on 3 "D" batteries. 14" long. **$6.00**

No. 5/71—Army/Navy Helicopters — Modern helicopters like the ones the Army and Navy use. 11½" x 11". Each **$1.00**

No. 52/3—State Police Car—Modern highway patrol car with friction motor. 9¾" x 3⅛" x 2½". **$1.00**

No. 52/3—Fire Chief Car—Realistic Fire Chief car with friction motor. 9¾" long. **$1.00**

No. 20/247—Greyhound Bus—A big 10 inch double decker bus with friction motor. **$1.00**

No. 240—B/O Dachshund—Covered in silky black plush. A completely new action. Runs along wagging his tail, stops and barks. 13" long. **$4.00**

5/71 Assd. 11½" HELICOPTERS

52/3 ASST.P.123/POLICE 10",

52/3

20/247 10" GREYHOUND BUS

JUNIOR SPORTS TOYS

Everlast Jack Dempsey Boxing Glove set. Contains four gloves. The safest gloves for youngsters. Fully padded. Made of newly improved, softer Everlast Everhide. Self-reinforced curved thumb and full pocket for greater safety, better fit, longer wear. Each glove autographed by Jack Dempsey.

No. 3010—
Up to 4. ..... **$5.50**
No. 3011—
4 to 8. ..... **$7.00**
No. 3013—
8 to 14. ..... **$8.00**

No. 302 —Ball and Glove—Miniature size for the 2 to 6-year old—Fielders glove with leather palm and imitation leatherette back to match. Packed in polyethylene bag with rubber baseball. **$1.00**

No. 400 — Bat, Ball and Glove Set — Attractive carry away window box containing juvenile fielders glove, rubber baseball and 18 inch bat. Ideal for the 2 to 6 year old. **$2.00**

No. 2442—Super Golf Cart Set—The ultimate in golf with a professional golf bag and cart. Featuring leatherlike washable vinyl bag with zippered all purpose pocket and flap closure pocket for storing balls. Mounted on large easy-rolling plastic wheels 5" in diameter and fitted with stand, handle and shoulder strap. Set also includes 27" driver, 24" putter and 25" chipping iron with metal shafts and unbreakable white plastic handles and club heads. Two safe poly golf balls. 34"x8½"x5¾". **$4.00**

No. 1804 —Pitchback—Large 35"x35" size. Heavy metal frame and supports. Non-skid feet. All nylon net suspended on steel springs for life and durability. **$6.00**

No. 31—Floor Platform Striking Bag—Embossed, extra-strong steel base, finished in high-gloss red enamel. Ideal for all ages with adjustable ¼" spring steel rod attached to perfectly shaped, smooth black valve-type bag which is mounted on shock absorbing rubber cup. **$5.00**

LINCOLN LOGS

The original Lincoln Logs. A national toy for years. Wood logs are stained brown and waxed. Gables, roof pieces etc. brightly colored. Design book with each set

No. 1C— 53 piece set. **$1.30**

No. 2C— 91 piece set. **$2.25**

No. 3C— 129 piece set. **$3.00**

No. 5C— 178 piece set. **$5.00**

No. 4CF—Contains complete 3C set plus 32 scaled vinyl figures including settlers, Indians, forest animals, ... **$4.00**

No. 6CF—Contains complete 5C set plus 32 scaled vinyl figures including settlers, Indians, etc De-Luxe Lincoln Log set. **$6.00**

FLINTSTONES BUILDING BOULDERS

No. 1520—Flintstones Building Boulders—Lightweight, color-flecked strong plastic boulders for building arches, boats, etc., so light and rigid child can lift with one hand, strong enough to stand or jump on! 155 giant interlocking boulders with plastic roof. Includes 2 Knock-down Boulder Balls. **$16.00**

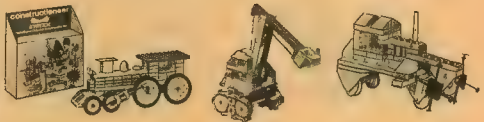
No. 1020 — Building Boulders — Contains 100 Boulders and 2 Knock-Down Balls. In Full color 2-piece storage box. **$11.00**

No. 620 — Building Boulders — Contains 56 Boulders, Knock-Down Ball, in colorful storage box. **$7.00**

CONSTRUCTIONEER

5M SYSTEM

MODEL-MECHANICAL-MOTION-MACHINE-MAKER



The fabulous new "Constructioneer" projects sets—Beautiful construction sets with all the basic elements of engineering. Nothing like it anywhere. The greatest value on the market. Unlimited building opportunities. Unique packaging.

No. 4002—Project I—Approx. 100 pcs. ..... $ 2.00
No. 4003—Project II—Approx. 141 pcs. ..... $ 3.00
No. 4005—Propect III—Approx. 243 pcs. ..... $ 5.00
No. 4010—Project IV—Approx. 503 pcs. $10.00

ORIGINAL TINKERTOY

Tinkertoys—The original and leading wood construction toy with color-safe rods. Each length a different color. Child selects correct part by color shown in diagrams. In heavy fiber tubes, metal screw top.

Junior—53 pieces—Age 2 to 6. ..... **75c**

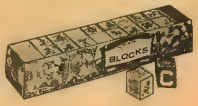
Prep—78 pieces—Age 3 to 8. ..... **$1.00**

Teck—113 pieces—Age 5 to 9. ..... **$1.50**

Major—149 pieces—Age 6 to 10. ..... **$2.00**

Grad—215 pieces Age 8 to 12. ..... **$3.00**

Big Boy—365 pieces—Age 8 to 12. ..... **$5.00**



No. 3920—Disneyland Blocks—Colorful new package with shrink film overwrap. Gay Disney characters and letters embossed on each block Non toxic colors. Blocks are 1¾". 20 in set. **$2.00**

SUTCLIFFE'S

Space Gyroscope Top

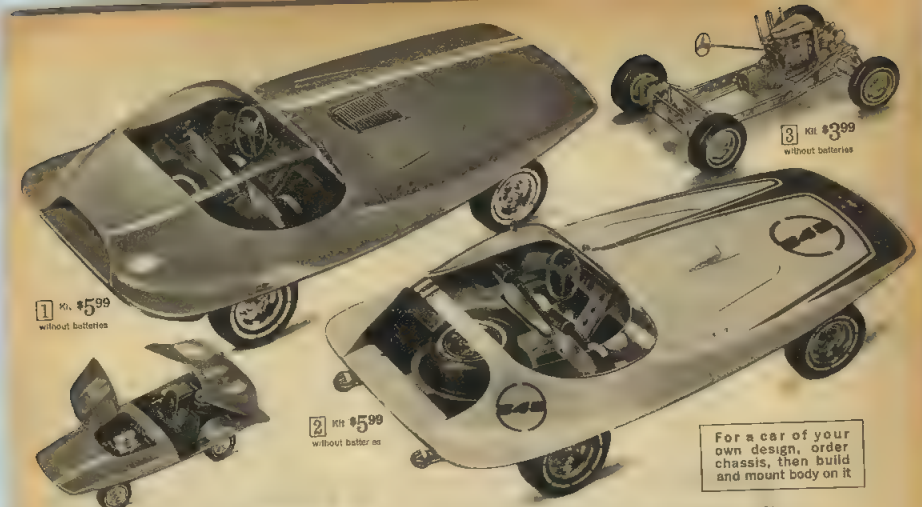
No. 56—Giant DeLuxe Gyroscope—For those who want the best. Sturdy, plated steel housing surrounds a true-spinning metal top. New recoil wind makes operating easy. **$1.00**

No. 52—Pixie Gyroscope ..... **$ .60**

KALEIDOSCOPES

No. 50 — Kaleidoscope — Revolving action. Turning head. Handsomely lithographed in multi - colors. Transparent plastic eye - hole cover. 9 inches long ..... **.50**

No. 400—Pixie DeLuxe Kaleidoscope—With interchangeable snap-in-heads. Creates billions of beautiful designs. Sturdily constructed. Valued gift for all ages. **$1.00**


1 Kit $5.99
without batteries
2 Kit $5.99
without batteries
3 Kit $3.99
without batteries
For a car of your own design, order chassis, then build and mount body on it

Sears Futuristic Sport Cars

Build 2 motorized models with aerodynamic styling, finely detailed interiors, workable steering and clutch

The grand touring cars of tomorrow with reverse airfoil design and independent 4-wheel suspension. Splendidly detailed with Allstate tires, scaled 1960 Chrysler engine, twin Carter 4 barrel carbs., Hahlbrand disc brakes and mag-type wheels. Interior boasts bucket seats and padded dash. Lights really work. Tough plastic with clear and chrome-color parts. 15 inches long in the car designer's 1/12 scale (1 in. to 1 ft.) By Lindberg. Order 2 "D" batteries below.

1 SC100 GT Coupe. Regal purple with racing-stripe decal. 300-pc. kit.
49 N 2330C—Shpg. wt. 5 lbs. Kit $5.99

2 SC101 Roadster. White with colorful decals. 300-pc. kit.
49 N 2324C Wt. 5 lbs. . . Kit $5.99

3 Chassis only. Working shock absorbers, springs, brakes, motor and more. All parts chrome-colored except motor, tires. Tough plastic. 11¼ in. long. Order 2 "D" batteries
49 N 2326 —Shipping weight 2 pounds. . . . . Kit $3.99
49 N 4660 —"D" Battery. Shipping weight each 4 oz. . . . . Each 16c; 4 for 60c

Build and run the Visible V-8 Engine. See pistons move up and down to turn a crankshaft. Authentic? You bet

$7.99 without batteries

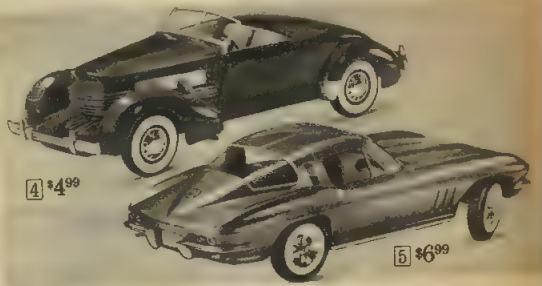
Model is one-quarter actual size. Pistons, rods, rocker arms, valves and fan actually operate. See timed spark plugs work. More than 350 plastic and metal parts in 4 dramatic colors. Miniature motor 14½ in. long. Order 2 "C" batteries below.
79 N 2339C—Shipping weight 6 lbs. . . $7.99

"C" Battery. Shipping weight each 2 ounces.
79 N 4665. . . . . Each 16c; 4 for 50c

Plastic model Finishing Kit 77c

Here, in one complete package, you'll find everything needed to assemble and paint any plastic model. Included are six famous Testor's brush-on colors, a paint brush and a tube of plastic cement.
49 N 2388—Shipping weight 8 ounces. 77c

"Charge It" if you wish



1937 Supercharged Cord by AMT

4 Acclaimed America's most beautifully designed car now in 1/12th scale, 16 inches long. Working steering wheel and doors with crank-open windows. Concealed headlights. Lycoming V-8 engine features a chrome-color supercharger and distinctive exposed exhaust pipes. Authentic "Vogue" whitewall rubber tires. 250 detailed plastic parts. Deep red with chrome color trim. Unassembled.
79 N 2336C—Shpg. wt. 4 lbs. $4.99

Sting Ray by Monogram

5 The only true sports car made in America. Here in minute detail with fascinating realism. Sleek styling with Corvette's 327 cubic inch V-8 engine having Ramjet fuel injection. Retractable headlights, steerable front wheels. One-piece body and window. Plastic, ⅛ scale. 21 in. Unassembled.
79 N 2335C—Shpg. wt. 5 lbs. $6.99

Go Cart Hot Rod features real headlights

Without battery
$62.97 cash
$7.00 monthly

Slip behind the wheel of this racy rod, ease into gear and go. Tubular steel frame, hardboard base and fenders. 7¼ in. steel wheels with 1½ in. rubber tires. Red finish with white seat and backrest. Steel steering shaft, rear cowl. Foot control, left-hand brake. 59x22 in. wide. Assembled. From Japan. Order any size 24 auto battery (12 volt) from Sears General Catalog. See shpg. note.
79 N 8971 N—Wt. 50 lbs. $62.97

Auto battery-powered cars scoot along at speeds up to 5 miles per hour

Both have "stick shift" control for driving forward, or backing up to "park." Both equipped with brakes and an electric horn. Upholstered seats add to driving comfort . . so do the cushiony rubber tires

Without battery
$82.97 cash
$8.50 monthly

Streamlined Fire Chief's Car even has a foot-operated brake

Hop in, shift into gear . . you're off to answer that 4-11 alarm. Sleekly styled fire chief red finish. Black seat and back rest. Steel body, 51x23 inches wide. Removable clear plastic windshield. Chrome-plated grill. Floor control, floor brake. 1½ inch rubber tires on 9-inch steel disc wheels. Assembled. From Japan. Order any size 24 auto battery (12 volt) from Sears General Catalog.
79 N 8972 N—Shipping weight 60 lbs. (See shipping note below) 82.97

$11.99 without batteries

Just push car in reverse to wind up oversize spring motor . . set brake, get on, release brake . . and off you go

ZOOOM-MOBILE by Marx . . the newest riding sensation

Enjoy sports car rides in this flashily-designed car with big spring motor power . . while the Za-Zooom motor adds realistic engine roar. Sturdily made of high impact plastic in latest sports car color. Shaped bucket seat, dashboard with levers, horn. Large rear deck storage trunk with plastic play tools. Plastic tires and wheels with silver colored discs. 37 inches long, 14 inches wide. Partly assembled. Order 2 "D" batteries listed at right for Za-Zooom motor.
79 N 8959L—Shipping weight 17 pounds $11.99

$29.88 without batteries

Stutz Bearcat with Za-Zooom Motor runs on battery power

Authentic styled roadster of the roaring 20's is ready to roll . . up to 5 miles an hour. Stops easily, even reverses. Heavy duty red plastic body on steel chassis. 42x15 inches wide. Operating foot pedal, hand brake, bulb horn, spare tire, noise-making crank. 5½ inch wheels. Assembled. Order 2 "D" batteries for Za-Zooom motor. Order 12-volt Hot Shot battery to run car.
79 N 8618 NM—Shipping weight 29 lbs. (See shipping note below) . 29.88
79 N 4660—"D" Battery. Shipping weight each 4 oz. . . . . Each 16c, 4 for 60c
79 N 8611 M—12-volt Hot-Shot Battery. Shipping weight 8 lbs. 4.66

No Money Down on anything Sears sells

SHIPPING NOTE: Items ending with N or NM (as 79 N 8618NM) send freight (rail or truck) or express.

So light . . weighs only 11 pounds. Drive it indoors or out . . no parts project to scuff furniture . . steel parts are plastic covered

$10.44

Racy Scat Cart from Italy

- Non-skid tires . . steers without slipping sideways . . protects floors
- Nylon bearings in wheels mean smoother, easier pedaling

A real sporty job in flashy red . . easy to carry or store. Pliable, soft plastic seat is adjustable and contoured for natural posture . . deep-sided to keep child securely in place. Rounds corners gradually and smoothly—no chance of tipping over. Automatic gear aligns front wheels to avoid any scraping on waxed floors or tearing of carpet. Special semi-circle steering wheel is added safety feature. About 30x16x15 inches high. 7½-inch wheels. Partially assembled.

79 N 8958C—Shipping weight 11 pounds..... $10.44

Save this catalog . you can order toys on pages 441 to 673 until Sept 1, 1966

Dart Sports Car with real motor noise

$16.99 without batteries

Turquoise with red, white trim. Battery-powered noisemaker operated with "stick shift." Smooth nylon-bearing drive. 2-position pedal adjustment. Partly assembled. *Order 2 "D" batteries*

79 N 8956L—Shipping weight 25 lbs..... $16.99

79 N 4660—"D" Battery. Shpg. wt. ea. 4 oz. Each 15c; 4 for 60c

Turn crank, bell rings . . "gallons" register on Fire Chief® Gas Pump

$7.77

"Fill" up your tank from this colorful steel replica of an actual Texaco pump. Clicker in nozzle simulates gas pumping. Realistic hose. Dials register gallons and tenths of gallons. Includes sponge and spray bottle for cleaning windshields. Shelves for storage in back. Bright red enamel finish. 14x11½x30 in. high. Unassembled.

79 N 8928C—Wt. 12 lbs. $7.77

Make way for the Fire Chief's Special Car with loud warning bell and flashing red light

$14.44 without batteries

"Traffic" comes to a standstill when you roar out in your 36-in. fire engine red speedster with light blinking and bell clanging. Ball-bearing drive. 5-position pedal adjustment. 8-in. rubber-tired wheels. Sporty car-type hub caps. Steel body. Partially assembled. Order 1 "C" battery facing page.

Shipping weight 27 pounds.

79 N 8903L.....$14.44

Lightweight polyethylene Sportster makes rapid getaways . . handles with ease

$9.99

Polyethylene makes it light and maneuverable . . easy for the youngest sports enthusiast to handle. And it's tough, too, built to withstand years of hard play. The bright red color is built right in. Has ball-bearing drive, 3-position pedal adjustment, sturdy rubber tires. Overall size is 15 inches wide, 37 inches long. Partially assembled.

79 N 8954L—Shipping weight 16 pounds..... $9.99

$5.99 without batteries

Play this 24-key Portable Organ anywhere . . it's battery operated

Colorful keyboard has sharps and flats. Make music by matching colored notes in song book to keys. Cover raises to turn it on . . becomes music stand, 13x6x4 in. high. Plastic. From Japan. Order 4 "D" batteries.
49 N 562—Shipping weight 2 pounds 4 ounces . . . $5.99
49 N 4660—"D" Battery. Wt. ea. 4 oz.. Ea. 16c; 4 for 60c

13-key Accordion $2.99

8 white and 5 black keys—plays full scale with sharps and flats. Tuned plastic reeds give good tone, fast response. Easy-action bellows. Plastic body Hand strap. 9 inches high. With music book.
49 N 504—Wt. 2 lbs. $2.99

18-key Accordion $5.99

11 white and 7 black keys Range over 1 octave. Left hand plays rhythm, harmony, on 4 bass notes. Tuned plastic reeds. Durable plastic body. Shoulder strap 10 inches high Music book.
49 N 574—Wt. 3 lbs $5.99

17-key Piano $2.99

Green and gold-color wood. 17 plastic keys, cast iron tone bar. 11x10x6 inches. Comes with color-keyed song book. Shipping weight 3 pounds.
49 N 502. . . . . $2.99

25-key Piano $4.99

Walnut-finish wood "baby grand." 25 plastic keys, heavy cast iron tone bar. 14x13x6 in. Color-keyed song book incl. Wt. 4 lbs. 12 oz.
49 N 506 . . . . . $4.99

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

$2.49

Keyboard Harmonica

Just blow into tube, press keys. Keys are color coded to music . . . makes learning easier, more fun. Rich full-bodied tone from metallic, gold-color grille. 1½-diatonic octaves. Plastic. 15 in. long. With instruction book, music
49 N 580—Shipping weight 1 pound. $2.49

29-inch Guitar with wood fiber sound chamber for a deep, rich tone

$3.59

Endorsed by Roy Rogers. Finished in ivory color with rich maple-toned shadings. Handsomely decorated in brown and white. Six sturdy wire and nylon strings, plastic pegs, shoulder cord. Complete with easy-to-follow instructions.
79 N 583C—Wt. 3 lbs. $3.59

Cutaway Guitar $2.19

True scale, 24-inch plastic guitar, nylon strings. Neck cord, pick, instructions.
79 N 558C—Shpg. wt. 2 lbs . . $2.19

Folk Guitar $4.89

Veneer front, back; natural wood finish. 6 wire and nylon strings. 29 in. long
79 N 543C—Shpg. wt. 3 lbs $4.89

Hootenanny Uke $2.99

Removable push-button panel automatically handles 6 pre-set chords. Just use felt pick to strum nylon strings. White plastic body, 24 in. long. Song book.
79 N 516C—Shipping wt. 2 lbs..$2.99

Magic Electric Banjo

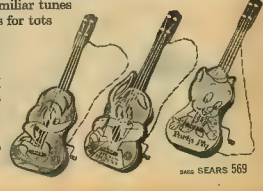
$5.19 without battery

Push one of 8 buttons—it strums. Just follow numbers in music book. Plastic, 21 in. long. Order 1 "D" battery below.
79 N 531C—Shipping wt. 2 lbs. . .$5.19
79 N 4660—"D" Battery. Wt. 4 oz..16c

Turn crank to hear familiar tunes . . Mattel's Ge-tars for tots

Each only $1.59

A colorful, durable musical toy. Famous cartoon characters on plastic body; nylon strings. Shoulder carrying cord. About 14 inches long, 5 inches wide.
49 N 561— Woody Woodpecker
49 N 588—Bugs Bunny
49 N 605—Porky Pig
Shpg. wt. 10 oz. . . . . Each $1.59



"Charge It" if you wish

Spittin' Image

1 Daisy's exact reproduction of the famous rifle that helped bring law and order to the West. Cock the gun and start firing . . it cracks, recoils, smokes . . realistic action every time. 34 inches long. Plastic stock, metal barrel.
79 N 2636C—Shpg. wt. 3 lbs. . . $4.99

Daisy's Ricochet Rifle

2 Lever-action beauty cracks, recoils, ricochet whines, smokes . . shoots cork balls (12 included). 30 inches long. Bronze-color metal parts, plastic stock. Scope. Web sling.
79 N 2650C—Shpg. wt. 3 lbs. . . $4.49

Daisy's Smoker Carbine

3 Use real lever action. Makes loud report, recoils, smoke swirls from steel barrel when fired. Bronze color 30 in. long. Plastic stock. Web sling.
79 N 2646C—Shpg. wt. 3 lbs. . . $2.99

Marx Telescope Cap Rifle ejects cartridges, smokes

4 Big game rifle scope to make far away targets seem close. Working bolt action loads and ejects cartridge, cocks trigger. Fires roll caps 3 play cartridges included. Embossed plastic stock, metal barrel. Full 40 in. long.
79 N 2688C—Shpg. wt. 3 lbs. . . $3.95

5 **Daniel Boone Flintlock by Marx.** Copy of famous "long rifle." Thumb-cocking hammer has flint that sparks with every shot. Fires roll caps. Brown plastic. 43 in. long.
79 N 2704C—Shipping weight 2 pounds. $1.99

6 **M1 Army Carbine by Hubley.** Action model with scope and "magazine clip." Fires roll caps. Sturdy plastic. Removable soft plastic bayonet. Sling. 26 in. long
79 N 2833C—Shipping weight 2 pounds. $1.99

7 **M14 Recoil Rifle by Marx.** Battery-powered model of U.S. automatic rifle has recoiling muzzle, rat-ta-tat sound Strong plastic. 34 in. long. Uses 2 "D" batteries.
79 N 2612C—Shipping weight 2 pounds. $1.99
"D" Battery. Shipping weight each 4 ounces.
79 N 4660. . . . . Each 16¢; 4 for 60¢

8 **Shootin' Shell Winchester by Mattel.** Shoots caps, Shootin' Shells and ejects cartridges. Secret trigger for rapid fire. 2 cartridges, 6 bullet noses. Plastic, 26 in. long.
79 N 2794C—Shipping weight 2 pounds. $1.99

9 **Parris' Kadet Trainer.** Shoots cork balls. Load 6 through front of barrel. Lever action. Wood stock. Shoulder sling. 10 cork balls. Kadet booklet. 24 in. long.
79 N 2686C—Shipping weight 2 pounds. $1.99

Marx Bolt-action Training Rifle loads like a real gun $1.99

10 Pull bolt back, slip non-firing cartridge into chamber Shoots roll caps, ejects cartridge. Fine for practicing the manual of arms. Strong plastic and metal. Soft plastic bayonet. Working sight. Shoulder sling. 35 in. long.
79 N 2623C—Shipping weight 2 lbs. $1.99

NOTE: Caps not included with any cap-firing toy.

$4.99

Fires caps, shoots bullets, ejects shells . . rear sight knob turns

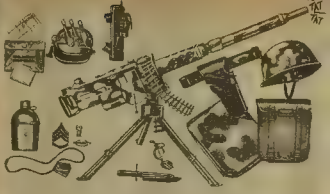
Exciting model of a military semi-automatic rifle. Magazine feeds plastic bullets into barrel for fast firing Plastic with wood-grain and metal effect. Shoulder sling. 36 inches long.
79 N 2665C—Shipping weight 4 lbs. $4.99

Note simulated air-cooled metal barrel chamber and magazine with 6 bullets

.50-caliber machine gun chatters as red muzzle recoils and shell cartridges fly out . . 2 cap-firing grenades land with a "bang"

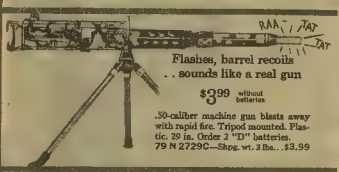
Jungle Gunner Set $3.99

Hack your way through the underbrush with flexible machete. Tote 23-inch camouflaged machine gun to your position . . mount it on sturdy detachable tripod. Wear helmet with camouflage netting as you sight advancing enemy with binoculars. Ready grenades with single-shot caps (not incl.). Plastic.
79 N 2645C—Shipping weight 3 pounds. $3.99



Gung Ho Commando Outfit $8.99 without batteries

Enough equipment for any assignment. Battery-powered 21-inch machine gun roars, flashes . . ammo belt moves. Wear .45-cal. pistol with holster, belt, knife, sheath. Also camouflaged helmet, poncho, dog tags, insignia. Carry walkie-talkie, wrist compass and field pack with full mess kit, canteen, map, case. Plastic. Order 3 "D" batteries below.
79 N 2607C—Shipping weight 7 pounds. $8.99
79 N 4660—"D" Battery. Shpg. wt. each 4 oz. . . . . Each 16c; 4 for 60c



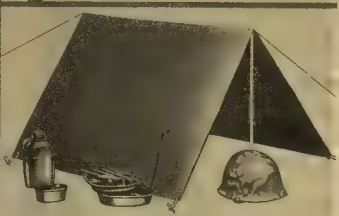
Flashes, barrel recoils . . sounds like a real gun

$3.99 without batteries

.50-caliber machine gun blasts away with rapid fire. Tripod mounted. Plastic. 20 in. Order 2 "D" batteries.
79 N 2729C—Shpg. wt. 3 lbs.. $3.99

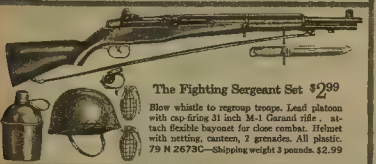
G.I. JOE 6-piece Infantry Outfit $3.99

You're America's fighting man with cap-firing 24-inch Tommy gun, .45-cal. pistol. Knife, canteen, compass . . all plastic. Leather holster, belt and sheath.
79 N 2677C—Shipping weight 3 pounds. $3.99



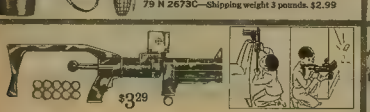
Army Pup Tent Camping Set $3.33

Pick a site for your headquarters and pitch tent. 39x80-inch polyethylene resists tearing, leaking. 36 inches high with rope, stakes and poles. Includes plastic mess kit, canteen, cup, helmet and insignia.
79 N 2690C—Shipping weight 4 pounds. $3.33



The Fighting Sergeant Set $2.99

Blow whistle to regroup troops. Lead platoon with cap-firing 31 inch M-1 Garand rifle . attach flexible bayonet for close combat. Helmet with netting, canteen, 2 grenades. All plastic.
79 N 2673C—Shipping weight 3 pounds. $2.99



$3.29

Here's the Gun that shoots around corners

Aim and shoot without being seen. Barrel pivots 180° while mirror sight automatically swings to proper angle. Use it as "periscope" to spot targets. Semi-automatic, air powered. 21-in. plastic. 10 sponge rubber balls.
49 N 2623—Shipping weight 1 lb. 13 oz.. . . . . $3.29

$1.99

Military Field Kit

Get set for action with pistol, cap-firing grenade, whistle, camouflaged helmet. When fighting lets up, relax with canteen, mess kit. Plastic.
49 N 2648—Wt. 1 lb. 8 oz. $1.99

$1.95

Signal Ray Gun

Relay messages with blinker Morse code. Vary your signals with red, white and green lens. Has built-in buzzer. Plastic, 8 inches. 2 "C" batteries included.
49N2682-Wt.12oz.$1.95

Caps not included with any cap-firing toy

WESTERN DOUBLE HOLSTER set of embossed top-grain leather. 2 Ranger repeating 9½-in. pistols bang loud and clear (caps not incl.). Plastic knife fits neatly in sheath. Fast-draw holster has name "Marshall" Belt adjusts . . . fits 25 to 31-in. waist. 6 silver-color bullets included; leg ties.
39 J 5811. (3 lbs. 2 oz.) . . . . . Set 3.97

FAST DRAW DOUBLE HOLSTER holds two 9½-inch Ranger repeating pistols—just like a real cowboy's! Contrasting smooth and basket weave leather with multi color conchas. Hip slung belt fits 25 to 29-inch waist . . . keeps guns in easy reach. Embossed pronged buckle. 3 plastic bullets included.
39 J 5810 (3 lbs. 2 oz.) . . . . . Set 2.97

THE "TEXAN" Twin Holster Set . . . a terrific value at the low price. Black genuine leather. White trimmed holsters. Two 7½ inch plated metal automatic pistols with ivory color plastic handles. Side-break action, 6 plastic bullets. Use roll caps (not included). Adjustable belt fits up to 26-in. waist.
39 J 5817. Shpg. wt. 2 lbs. . . . . Set 1.97

TINY TOT DOUBLE HOLSTER set . . . the big outfit for littlest sheriffs . . . priced low for Christmas! Top-grain leather holsters with matching cuffs. Two 5½ in. single shot pistols. Plastic whistle, badge, jail keys, neckerchief with clasp, cowboy wrist watch. Adjustable belt fits 17 to 21 in. waist.
39 J 5802. (1 lb. 10 oz.) . . . . Set 1.97

Bring in outlaws with Gunsmoke's Marshall Dillon outfit . . . everything you'll need 6.97

Capture outlaws, bring 'em back, lock 'em up . . . just like Marshal Matt Dillon! Two 10-in. pistols plus 33-inch cap-firing plastic rifle (caps not incl.). Top-grain leather holsters and cuffs with jewel trim. Leather leg ties; adjustable belt fits 27 to 31 in. waist. Also jail keys, badge, spurs; plastic canteen with compass, 6 silver-color bullets, plus Western neckerchief with clasp.
Z36 J 5815. Mailable. Shipping weight 7 lbs. . . . . Outfit 6.97

Bonanza outfit just like the Cartwrights 4.99

Everything just like TV's Cartwrights use on the Ponderosa! You're practically a member of the family with this authentically designed gun outfit! Two 11 inch repeating pistols in saddle leather holsters with jewelled conchas . . . you're faster than lightning on the draw. Low-slung belt has embossed prong buckle and six silver-color bullets; adjusts to fit 28 to 31-in. waist. Plus Western neckerchief with clasp and wallet. Shpg. wt. 3 lbs. 4 oz.
39 J 5814 . . . . Outfit 4.99

TRAIL HUNTER OUTFIT lets you blaze the Wild West with all the right equipment! You're all set to go with your trusty 26-inch M&M 94 repeating carbine and 8½ inch Buffalo Bill repeating pistol. Hip slung leather holster with jewelled concha and authentic Western style fringe. Fits 20 to 26-inch waist.
Plastic knife and canteen fit neatly into sheath and pouch of matching leather. 3 silver-color plastic bullets included. Mailable.
Z36 J 5812. (5 lbs.) . . . . Outfit 3.97

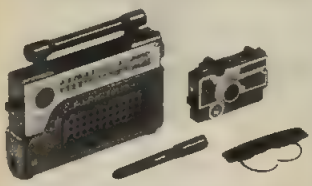
Why wait. Do your Christmas shopping early to avoid disappointment.

See page 269 for Budget Power—buy all your needs at Spiegel

*New this Christmas

U.N.C.L.E. smoking revolver converts to rifle with scope

Be an international Special Agent with this smoking, 7-inch .45 automatic revolver—fires caps (not incl.) Converts to 27½-in. rifle when add barrel and stock! Even has scope, silencer and bipod; plus U.N.C.L.E. badge and I.D. card. Durable plastic and metal.
35 J 5842. Complete Set, (2 lbs. 12 oz.)..... 3.44
35 J 5843. Pistol and Holster only. (1 lb. 10 oz.)... 1.88



Agent Zero M camera, radio convert to guns in seconds

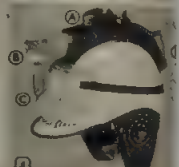
Mattel's portable "radio" opens into a 22½-in. rifle. "Camera" opens into a 7⅛x5½-in. pistol. Ball-point pen writes secret messages, fires powerful stream of water at enemy in emergencies. Glasses for decoding. Hi-impact plastic secret weapons store compactly in corrugated attache case. Guns fire caps (not included). Matlable.
K36 J 4182. Shipping weight 3 lbs....Complete Set 5.44

Fire pistol, take pictures from your Secret Sam attache case

Innocent looking attache case lets you fire pistol or take pictures without opening . . . holds everything secret agents need to track down enemy spies! 11½-in. pistol converts easily to 27-in. rifle. Silencer and scope really work. Camera uses #127 film (not included) Even has missle for secret messages. 3 long and 3 short range "bullets" included. Durable plastic construction.
35 J 5839. Shipping weight 3 lbs.....Complete Set 6.97

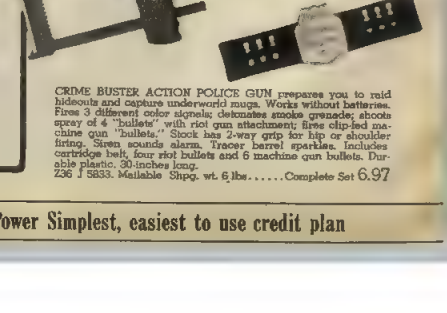
[1] JOHNNY SEVEN O.M.A. 7-weapons-in-1! 35-in. shell ejecting tommy gun converts to anti tank rocket, rifle, automatic pistol, grenade firer, rocket or anti-bunker missile. Durable plastic construction (Caps not incl.) Matlable.
Z36 J 6845. Shpg. wt. 7 lbs...6.66

[2] MULTI PISTOL 09 has optical sight, barrel extension, secret derringer in handle. Fires grenade, torpedo, secret message missile, "bullets," rocket. Plastic. 12½ in. long. Case, "bullets" included.
35 J 5825. (2 lbs. 12 oz.) . . 3.97



[3] MICRO HELMET, FIELD PHONE set works without batteries Mike, receiver on swivel boom; 11-in. phone. All plastic. 30-ft wire
Z36 J 5846. Mail (5 lbs.)....5.44

[4] SUPER HELMET has (A) flasher light on top, (B) detachable headlight, (C) tinted goggles, (D) directional signal. Also rear reflector, buzzer Plastic 26x18x9¾-in. Uses 1 "D" battery (not incl. see p. 372)
Z36 J 3100. Mail. (3 lbs.) 3.88



CRIME BUSTER ACTION POLICE GUN prepares you to raid hideouts and capture underworld thugs. Works without batteries. Fires 3 different color signals; detonates smoke grenade; shoots spray of 4 "bullets" with riot gun attachment; fires clip-fed machine gun "bullets." Stock has 2-way grip for hip or shoulder firing. Siren sounds alarm. Tracer barrel sparkles. Includes cartridge belt, four riot bullets and 6 machine gun bullets. Durable plastic. 30-inches long.
Z36 J 5833. Matlable Shpg. wt. 6 lbs.....Complete Set 6.97

Motorcycle carries two

$15.97

Realistic engine detail. 12 inch steel-spoke wheels roll on semi-pneumatic tires. Training wheels come off to make it a fast two-wheeler. Extra strong linear polyethylene body, metal fenders and wheels. Chrome-plated steel handle bars fully adjustable. Red and aluminum color. Measures 36x24 inches. Unassembled.

79 N 8607L—Shipping weight 14 pounds $15.97

It's a HONDA $19.99

Looks and sounds like a real motorcycle

Chain-driven pedal action provides the motion. Steel-spoke wheels roll with the greatest of ease on semi-pneumatic tires. Realistic motor sound . . no batteries needed. Big, comfort-contoured seat. When confidence comes, training wheels are removable. Authentic cream and red color plastic body. "Headlight" and other decorations finished in aluminum-color paint. Measures 27 in. high, 45 in. long. Partly assembled. Freight (rail or truck) or express.

79 N 8635N—Shipping weight 20 pounds..... $19.99

Just say "Charge It" when you phone your order

$2.97

V-RROOM!

Sounds like a real-revving engine. No batteries needed—just pump the handle and hear it sound off, flip a switch and horn sounds. Mountings incl.

49 N 8631—Wt. 2 lbs. $2.97

$3.44

TIGEROO

Squeeze handgrip for real action—see gleaming-white fangs and mouth open as he bellows forth a jungle roar. Boldly-striped plastic. Tail included.

49 N 8634—Wt. 2 lbs. . . $3.44

Sidewalk Bike with coaster brake

- Coasts without pedaling
- Brakes to a fast, sure stop
- Remove bar for a girl's bike

Low price for big bike features? Sure. Coaster brake allows coasting without the turning of pedals. Chain drive for real power. Adjustable vinyl seat and chrome-plated handlebars with gay-color streamers. Take off crossbar and you have a girl's bike. Training wheels come off, too. 13-inch semi-pneumatic tires, nylon bearing wheels. 16 to 19-inch leg reach. Unassembled.

79 N8632L—Wt. 26 lbs. $18.97

$18.97

$23.99

$10.97

14-in. rear wheels make it our steadiest 3-wheeler

Sure-footed even on the sharpest turns. Chain-drive with all ball-bearing movement. Springy vinyl seat, 16-inch front wheel and semi-pneumatic tires. Strong red and white steel frame. Adjustable chrome-plated handlebars. Plastic pedals and hand grips. Chain guard encloses chain on both sides for safety. Leg reach 18 inches and longer. Unassembled.

79 N 8796L—Wt. 37 lbs. . . . $23.99

Unicycle

New fun fad that's rolling across the country. Good test of balance. Big 18-inch wheel with semi-pneumatic tire with plastic pedals. Rolls on ball bearings. Banana seat with coil springs fully padded. Steel frame finished in white. Adjust seat to your height. Partly assembled.

79 N8639C—Wt. 13 lbs. $10.97

Big bike styling, yet steady as a trike . . training wheels remove

$14.99

Because there's no bar on this chain drive bike, boy or girl can get on or off easily. Bright red and white trim. Nylon bearings, 13-inch wheels, semi-pneumatic tires. Steel frame, chain guard and adjustable seat. Plastic pedals and grips. For 16 to 19-in. leg reach. Unassembled.

79 N8604L—Wt. 26 lbs. $14.99

Converts from a wagon to a scooter in seconds

$16.44

Scoot-wagon features modern wrap-around steel side walls. Rolls easily on ball bearing wheels that measure a big 9½ inches. Semi-pneumatic 1¾-in. tires offer a soft ride. Take off big, square-grip handle and side rails and it's a hot-to-go scooter. Press chrome-plated brake against rear wheels to stop. Steel finished in metallic sea-mist blue. 37x16 in. wide body. Unassembled
79 N 8101L—Shipping weight 37 pounds $16.44

$10.97

Wooden stake Wagon . . strong, rugged for hauling . . take off the sides and it's a sleek coaster

Hardwood body on heavy-duty steel chassis. Natural finish wagon bed with red enameled stakes. Front and back edges of bottom beveled for smooth fit. Recessed tie rods. Stake brackets plated for rust protection. Graphite bearings need no oiling. 7x1¾-inch semi-pneumatic tires. Wagon measures 30 in. long by 15 in. wide. Sent partly assembled.
79 N 8119K—Shipping weight 23 pounds $10.97

Steel Wagons roll on ball bearing wheels for the quietest, easiest and smoothest ride yet

Sleek styling for the boy on the move . . smooth and fast, too. Heavy-gauge steel body with rolled edges for safety and strength. Bright red-enamel body sports a white trim. White wheels roll on semi-pneumatic, puncture-proof tires. Black enamel undergear, tubular steel handle. Square fit-grip handle helps make it easy to hold and guide. Shipped partly assembled. Instructions included.

1 **Medium Wagon.** 34x16 in. wide. 8½-in. wheels. 1¾-in. tires.
79 N 8114L—Shipping weight 26 pounds $7.97

2 **Large Wagon.** 36x17½ in. wide. 10-in. wheels, 1¾-in. tires.
79 N 8116L Shipping weight 31 pounds . . . $8.88

Just right for little fellows

Small Wagon. 28x13 inches wide. Red steel body with turned edges. 7 in. wheels. 1¼ in. semi-pneumatic tires. Partly assembled.
79 N 8113C Wt. 18 lbs. $5.97

Tot Wagon. 25x12 in. wide. 6-inch wheels, molded rubber tires. Bright red steel body. Sent partly assembled.
79 N 8110C—Wt. 11 lbs. $3.88

$17.99

Big stake Wagon for man-size loads

This wagon's a full 3 feet long and 8½ inches deep with sides up. Lift off sides and you have a speedy coaster. Reinforced with cleats, box rods. Big 10-inch artillery-type wheels, 1⅝-inch semi-pneumatic tires. Nylon bearings. Clear varnished hard wood body, red enameled stakes, white trim. Partly assembled.
79 N 8111L—Wt. 38 lbs. $17.99

$16.44

3-wheel Delivery Cycle

Bright red-and white steel body. Ball bearing, 16-in. pedal wheel. Semi-pneumatic tires. Heavy plastic windshield, plastic handle grips and streamers. Unassembled.
79 N 8613L—Wt. 28 lbs $16.44

$3.33

Wheelbarrow and Shovel

Green enameled steel wheelbarrow 18x15x9½ inches deep. Yellow steel handles. 7-in. [illegible] wheel, semi-pneumatic tire. Unassembled. 34-in. steel [illegible] wood shovel.
79 N 8010C Wt. 8 lbs. $3.33

No International Secret Agent would dare be without his

ISA 07-11 ATTACHÉ CASE

Luger shoots caps and harmless bullets, has easily attached "silencer" . . converts into burp gun with grenade launcher and sight 'em "scope"

$3.88

Plastic attaché case measures 14x9 inches and holds everything you'll need to capture a spy. The gun is there. Bullets, too. Mount shoulder rod extension and long barrel, put on "telescopic-like" sight and you've a weapon that extends to 26 inches. Luger has now become a burp gun and fires a cap-exploding rifle grenade and a missile to carry messages. Cap-exploding hand grenade also in case with key-operated booby trap. Kit of metal and plastic

49 N 2692—Shipping weight 2 pounds 14 ounces. . . . . Kit $3.88

Save this catalog . . you can order toys on page 441 to 673 until Sept 1, 1966

Innocent-looking Secret Agent's Outfit

$7.99

007 reporting, sir. Yes, I'm ready. I have my attaché case with my rifle (it's a pistol as well as a rifle, you know.) I'll keep my assignment in the booby-trap code book that fires a cap when opened by the wrong person. I'll send you a full report with my Code-O-Matic secret message writer. I've got my wallet, passport, foreign money. Jolly good, sir. Case 17x12 in.

49 N 2727 – Shipping weight 4 pounds. $7.99

Secret Sam Snooper Gun

Includes Attaché Case with secret Camera **$6.99**

Track a spy—take his picture with secret camera in or out of case. Check scene with periscope. Mount silencer, fire play bullets. Put on rifle stock and barrel to shoot secret message missile. Case 15x11½ in.

49 N 2694 Shipping weight 4 pounds. $6.99

Multi-Pistol 09

$3.77

See enemy thru the scope. Fire play bullets long or short range. Mount barrel extension to fire exploding" grenade, cap firing torpedo bomb, secret message missile, armor piercing rocket. Derringer, hidden in handle, pops out, fires caps. Shipping weight 2 lbs. 4 oz.

49 N 2696 $3.77

Cap-shooting .45 converts to long-range rifle

$3.88

Solo may go it alone, but never without his gun. Automatic pistol becomes a 29-in. long rifle when you mount barrel, shoulder stock and extension "silencer." Scope has crosshairs. Rugged metal and plastic.

49 N 2709—Shipping weight 1 pound 8 ounces. . . . . Kit $3.88

NOTE: *Caps not included with any cap-firing toy.*

All the exciting thrills of driving a car are here . . with dashboard control you can move car forward, backward or even turn it around . . horn honks and lights turn on

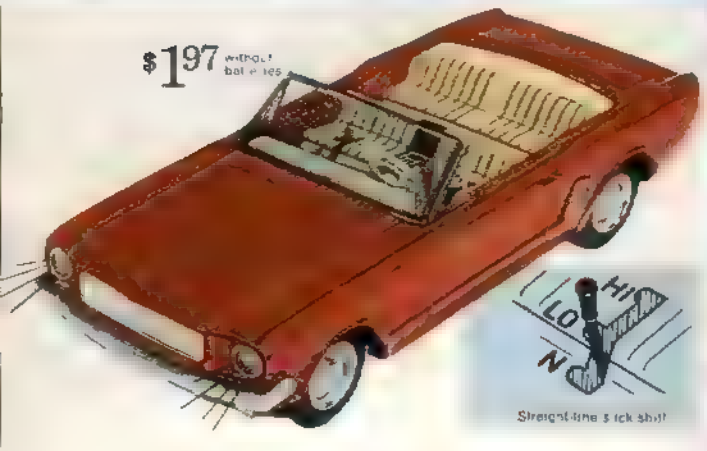
$3.97 without batteries

Remote-control Cadillac Convertible

What a sleek plastic car . . patterned after a late model of Detroit's finest. See car scoot along, or back up and turn left or right. Clear the road just by gently sounding the horn. Equipped with headlights. 10 inches long. Order 3 "C" batteries.

49 N 5893—Shipping weight 1 pound 3 ounces. $3.97

49 N 4665—"C" Battery. Shpg. wt. each 2 oz. . . Each 16c; 4 for 60c



$1.97 without batteries

Straight-line stick shift

Shift lever to change the speed of this battery-operated Mustang

Sporty-looking Mustang is rarin' to go. Metal body finished in white accented by red interior. Plastic steering wheel and plastic blue-tint windshield. Chrome-plated bumpers and rubber tires. Front wheels turn left or right.

Console houses shift lever . . car goes forward or reverse. Headlights pierce darkness as it speeds along. 11 in. long. Order 2 "D" batteries at right. Become a Mustanger . . it's fun.

49 N 5888 - Wt. 1 lb. 4 oz. $1.97

Both actually fly by remote control

$1.99 without batteries

Stunt Plane. Brightly painted plane takes off, zooms through the air, goes into a loop the loop. Plastic body. 13-in. wingspan. Order 3 "D" batteries below. Made in U. S. A.

49 N 5899—Wt. 1 lb. $1.99

$2.99 without batteries

Helicopter. Dives, hovers and rescues 2 plastic men at your command. 8 inches long. All plastic. Order 3 "D" batteries below. Made in U. S. A.

49 N 5898. Wt. 14 oz. $2.99

Land, sea or air Set

3-pc. set $3.97 without batteries

Send a tank, airplane or a submarine into battle with plug-in remote control. All metal action toys feature realistic noises and come equipped with lights. Tank 5¾ in. long. Airplane 7 in. long and submarine 8 in. long. Order 3 "D" batteries below. Shpg. wt. 1 lb. 8 oz.

49 N 5691. . . . . Set $3.97

Snorkel Fire Engine

99c without batteries

When the alarm sounds have no fear for this fire fighter moves out under remote control. As it rolls siren wails to clear the highway. Ladder raises and swivels by hand. All metal and 6½ in. long. Order 2 "D" batteries below.

49 N 5682—Wt. 8 oz. . 99c

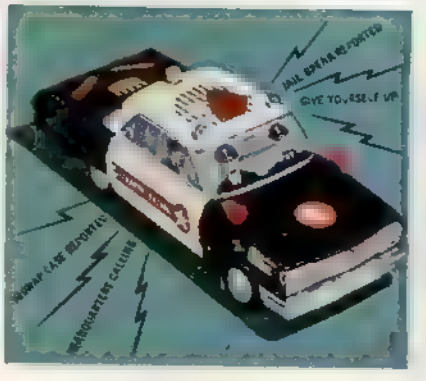
Siren Police Car

99c without batteries

Siren sounds and light on roof flashes. Car goes after lawbreakers by remote control. Measures about 8 inches long. Enameled steel with shiny chrome-color trim. Order 2 "D" batteries below.

Shipping weight 8 ounces.

49 N 4218. . . . . 99c



Talking Police Car

$6.97 without batteries

Not only looks like and acts like a big city police car but it actually sounds like one. Push button on hood and hear 16 exciting phrases. Powerful siren, friction motor. Car 14½ inches long. All metal. Order one "D" battery below. Shipping weight 2 lbs. 5 oz.

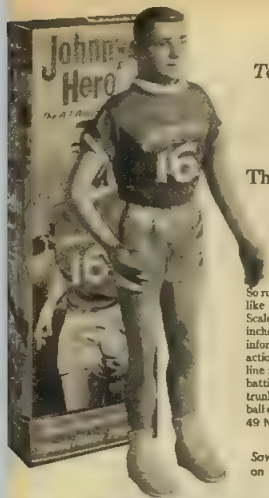
49 N 5892. . . . . $6.97

"D" Battery. Wt. each 4 oz.

49 N 4660 16c, 4 for 60c

All items on both pages from Japan, unless noted

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966



Takes any sports position —throwing, catching, running, jumping, even sparring

The All-American Athlete

Johnny Hero

$2.95

So ruggedly husky and handsome he looks just like the 6-foot-6 hero of your favorite sport. Scaled ¼ the actual size, Johnny stands 13 inches tall. Thanks to his foam latex body reinforced with wire, he assumes any sports-action pose. Passing, kicking, plunging the line in football . . or stealing bases, catching, batting in baseball. He comes dressed in trunks, shirt, socks and sneakers for basketball or track. Other uniforms listed below.

49 N 2442—Shipping wt. 14 oz.....$2.95

Save this catalog . . you can order toys on pages 441 to 673 until Sept. 1, 1966

Some of the official insignias on uniforms

$3.45 Outfit only

$9.95 Outfit only

Major League Baseball Uniforms

Outfit Johnny Hero in an authentically detailed reproduction of the official uniform. Hat, leather-look glove, shirt, pants, spiked shoes, socks, bat and ball. Johnny's not included.

American League

49 N 2968—Boston Red Sox
49 N 2969—New York Yankees
49 N 2970—Washington Senators
49 N 2971—Baltimore Orioles
49 N 2972—Los Angeles Angels
49 N 2973—Cleveland Indians
49 N 2974—Detroit Tigers
49 N 2975—Chicago White Sox
49 N 2976—Minnesota Twins

National League

49 N 2960—New York Mets
49 N 2961—Philadelphia Phillies
49 N 2962—Pittsburgh Pirates
49 N 2963—Los Angeles Dodgers
49 N 2964—San Francisco Giants
49 N 2965—Cincinnati Reds
49 N 2966—Chicago Cubs
49 N 2967—St. Louis Cardinals

Shipping weight 12 oz...Each $3.45

NFL and AFL Football Uniforms

Helmet, pads, jersey, pants, spiked shoes, socks, football. No figure.

National Football League

49 N 2984—Baltimore Colts
49 N 2985—Chicago Bears
49 N 2986—Detroit Lions
49 N 2987—Green Bay Packers
49 N 2988—Los Angeles Rams
49 N 2989—Minnesota Vikings
49 N 2990—San Francisco '49ers
49 N 2977—Cleveland Browns
49 N 2978—Dallas Cowboys
49 N 2979—New York Giants
49 N 2980—Philadelphia Eagles
49 N 2981—Pittsburgh Steelers
49 N 2982—St. Louis Cardinals
49 N 2983—Washington Redskins

American Football League

49 N 2991—Boston Patriots
49 N 2992—Buffalo Bills
49 N 2993—Houston Oilers
49 N 2994—New York Jets
49 N 2995—Denver Broncos
49 N 2996—Kansas City Chiefs
49 N 2997—San Diego Chargers
49 N 2998—Oakland Raiders

Shipping weight 12 oz...Each $3.95

Johnny and his uniforms are made in Hong Kong

$4.99

Football Set for peewee quarterback

Makes him look like a real "pro." Red plastic helmet has double-bar face guard, foam rubber padding at neck and forehead for greater protection. Headband fits up to size 6¾. Fiber shoulder pads foam padded. Imitation leather football. Tee. For ages 6 to 10.

49 N 2912—Shipping weight 2 pounds 12 ounces...Set $4.99

Basketball and Goal Set $2.96

Fasten 18-inch steel hoop to wall or wood post. Practice lay-ups or long shots through the net with 9-inch vinyl basketball. Includes cotton net and inflating needle.

49 N 2517C—Wt. 7 lbs.....$2.96

Set $3.66

Sports Set. 10-in. football and 9-in. basketball of pebble-grain vinyl. Tee, air pump and needle.

49N2413-Wt. 3 lbs. 8 oz. $3.66

Set $1.95

Football, Kicking Tee. Pebble-grained imitation leather, 10 in. long. Inflating needle.

49N2913-Wt. 1 lb. 4 oz. $1.95

$4.99 and $6.97

Pitch-back Ball Net

Practice up on your pitching, fielding. Rebounds any ball thrown any distance. Nylon net, steel frame.

38x38-Inch size. Unassembled.

79N2476C—Wt. 5 lbs.... $4.99

38x56-Inch size. Unassembled.

79 N 2480C—Wt. 9 lbs... $6.97

$3.66

Baseball Set for batting or fielding

Take turns hitting horsehide-covered ball with the 28-inch wood bat. Shag grounders or catch pop-ups with a genuine leather glove . . deep pocket, for right-handed pitchers.

79N2906C-Wt. 3 lbs. $3.66

Floor Puncher $3.87

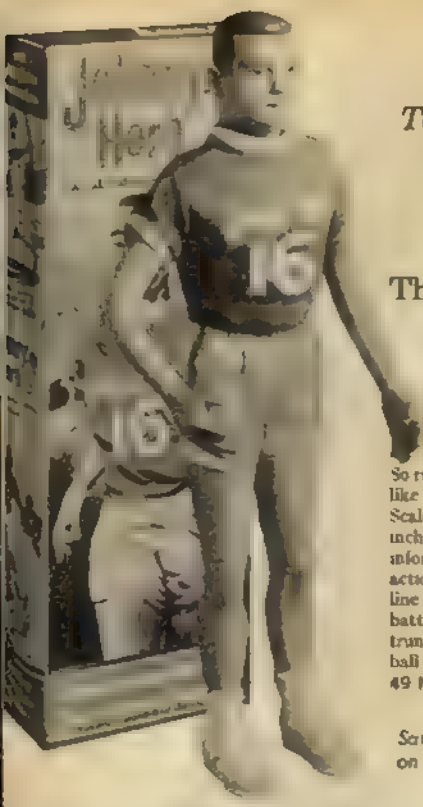
Helps develop muscle coordination. Steel base supports flexible steel rod with leatherette inflatable bag. Adjust height from 36 to 47 in. Then POW—a k.o.

79 N 2542C—Wt. 5 lbs $3.87

2-way Puncher $5.95

Floor model adjusts from 35 to 47 inches . . converts to a wall model as children get taller. Steel frame, leatherette bag. Has air pump, knuckle guards.

79N2514C—Wt. 10 lbs. $5.95



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49 N 2912—Shipping weight 2 pounds 12 ounces . Set $4.99

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Set $3.79

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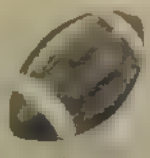
49N2413-Wt. 3 lbs. 8 oz. $3.79



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$5.29 and $7.77

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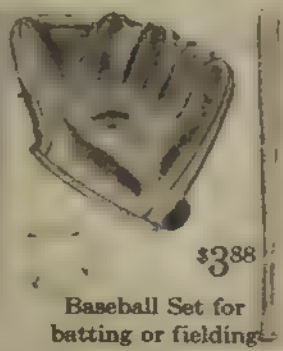
38x38-inch size. Unassembled.

79N2476C—Wt. 5 lbs.... $5.29

38x56-inch size. Unassembled.

79 N 2480C—Wt. 9 lbs... $7.77



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2-way Puncher $6.49

Floor model adjusts from 35 to 47 inches converts to a wall model as children get taller. Steel frame, leatherette bag. Has air pump, knuckle guards.

79N2514C Wt. 10 lbs. $6.49

$4.79 without batteries

Geronimo!

Props whirl as big steel plane drops 6 fighting paratroopers—1 by 1—behind enemy lines. Jeep and 2 riflemen give them ground support

It's operation skydrop. Load 3 paratroopers with cloth chutes inside bomb-bay hatch. Switch on revolving props, hold plane aloft. When over "drop zone," open hatch and push control buttons on top. Return to base for 3 more. About 14x19x6 in. high.
49 N 5653—Shpg. wt. 2 lbs. 3 oz. (Order 2 "D" batteries). $4.79

Bombs away! Tank "explodes" when 2-foot Bomber scores direct hit $3.89

Twin-jet steel bomber taxis along with friction motor. Hold plane aloft, push the button on top and bomb-bay doors open. When bomb hits 8-inch plastic tank, housing flies apart. Two plastic bombs.
79 N 4230C—Shipping weight 2 pounds..... Set $3.89

Motorized Jet roars, lights blink, as it taxis along "runway"

$3.99 without batteries

Hold 707 Jet aloft and come in for a landing. Switch on lights and sound. Push button to lower wheels. On the ground it travels forward under its own power. Metal, 18¾ in. long. Order 2 "D" batteries above at right.
Shpg. wt. 2 lbs.
49 N 4277....$3.99

$2.99 without batteries

Bristol Bomber runs, whines

British Royal Air Force jet taxis straight or in circle. Jet pods light up as 15-in. plane stops and goes. Metal and plastic with RAF markings. Order 2 "D" batteries above.
49 N 5688—Shpg. wt. 1 lb. 8 oz.... $2.99

$3.99 without batteries

Copter runs, spins blades

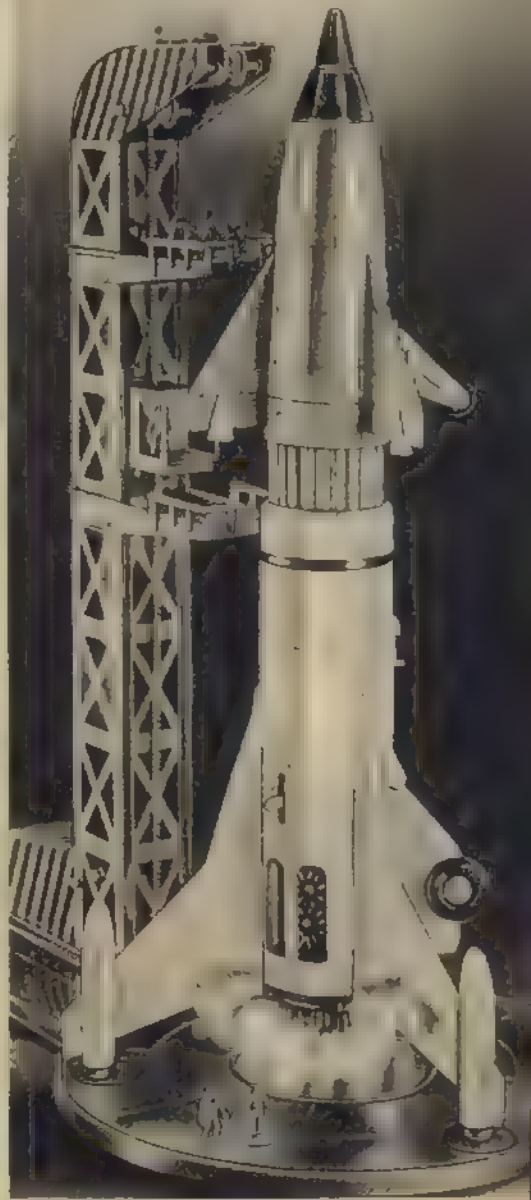
Fascinating . . taxis with lights, sound, whirling "choppers". Stops—door opens, ramp lowers. Starts again. Metal, 16¾ in. long. Order 2 "D" batteries above.
49 N 5687—Shpg. wt. 1 lb. 8 oz...$3.99

Flick switch—smoke pours out and lights flash . . hit button—capsule ejects, chute opens

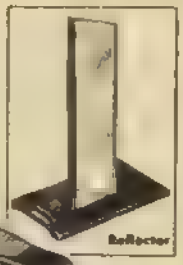
Sears 3-stage Rocket

$7.89 without batteries

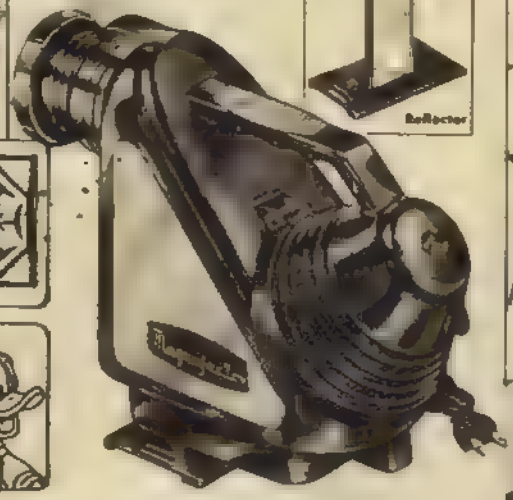
Place rocket on side . . motorized wheels propel it toward launching tower. Raise it up onto pad. Slide tower forward, hoist capsule up to nosecone by chain, lift men by elevator. Push button . . spring release shoots capsule up 10 ft. Metal and plastic, 17x20 in. high. Order 2 "D" batteries below.
49 N 4279 Shpg. wt. 4 lbs. $7.89
"D" Battery. Shpg. wt. each 4 oz.
49 N 4660—Each 16c; 4 for 60c



All items (but battery) from Japan



$6.64



Electric Magnajector

with New Rainbow Designer Set

PROJECTS ANY ILLUSTRATED MATERIAL in color or black and white on wall or smooth surface; enlarges up to 4 feet. With snap-in picture frame, projects cards, snapshots to 3x3¾-in. Create your own designs with Rainbow Designer Color Set, project them with snap-in reflector (small view). New "easy-focus" screw lens. Uses 60-watt bulb not incl. Plug into any household outlet; UL Listed, 110-120 volt AC. About 12x4½x7½ in. high. Instructions.

48 T 2015—*For ages 7 and up.* Ship. wt. 3 lbs. 8 oz. $6.64

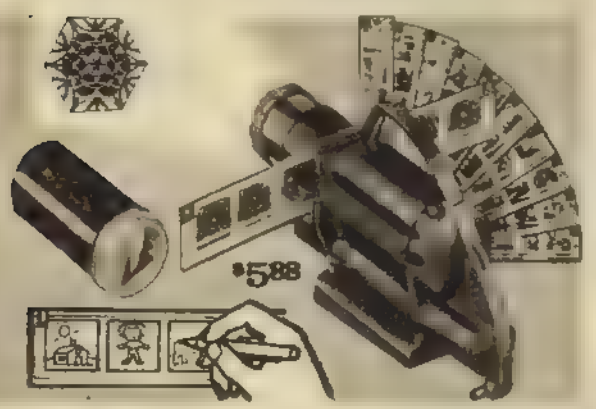
GIVE-A-SHOW Projector

Give 16 Different Shows with 112 Color Slides

$3.77 Without batteries

PROJECTS TV FAVORITES—Alvin and the Chipmunks, Mighty Mouse, Huckleberry Hound, Yogi Bear, Dick Tracy, Mr. Magoo, others, up to 5x5 ft. on wall or any smooth surface. Each on 35mm strip of 7 color slides. High-impact plastic projector; adjustable precision lens; snap-on switch. *Uses 3 "D" Batteries (not included); order on Page 306.* About 9 in. long.

48 T 2004—Ship. wt. 1 lb. 9 oz. $3.77



$5.88

DELUXE GIVE-A-SHOW . . 168 35mm color slides for 25 shows of TV favorites—Flintstones, Popeye, Mighty Mouse, others. High-impact plastic projector; adjustable, precision lens; snap-on switch. Projects up to 5x5 feet on any smooth surface. 14 clear slides to draw on and project, wipe off. 3 crayons. Kaleidoscope attachment. 4 Kaleido-film strips project exciting, ever-changing color patterns. *Uses 3 "D" batteries (not incl.), order on Page 306*

48 T 2002—Ship. wt. 2 lbs. 12 oz. $5.88

SEE-A-SHOW Low As 84c

DELUXE SET. High-impact plastic viewer (abt 4¼ in wide). 105 stereo scenes of 15 exciting color shows of TV favorites in 3-dimension

48T2075-12 cx. $1.49

BEGINNER SET. Viewer, 5 shows of 35 scenes. Wt. 6 oz.

48 T 2074 84c

$7.99

TRU-VUE Electric Theater

EVERYTHING FOR A SHOW . . 20 strips of 140 scenes, story lines of Disney characters. Includes colorful paperboard stage, screen, second screen on back for use as "Outdoor Theater." High-impact plastic; adjustable lens; 30-watt projector lamp. Plug into household outlet. Includes individual viewer for "previewing" films.

48 T 2033—About 15 in. high. UL Listed. Ship. wt. 4 lbs. . . $7.99

Save This Catalog! Toys Available Until Oct 1, 1965

$6.99

Portable Movie Theater

Real 8mm Film Strips

8MM MOVIE PROJECTOR. Battery powered, hand-operated show 8mm films. Screen inside detachable cover. Easy to thread, locks rewind. Molded plastic, precision lens, about 6½x7x4 in. Two 8mm film reels, empty take-up reel, roll of admission tickets, manager's card. Includes 7 in banker's record to call on customers. *Uses 2 "D" batteries (not included), order on Page 306.*

48 T 2040—Wt. 2½ lbs. $6.99

EXTRA FILMS. 25 ft. each Western, cartoon, comedy

48 T 2057 Wt. 8 oz. $2.77

$17.88

$16.88

$13.88

Fringe Top Surrey

THE GAYEST THING THAT'S HAPPENED TO A JEEP. 2-tone pink striped surrey is a real attention getter. Your youngsters will love the fresh air ride . . special top protects them from the hot sun, has decorative White fringe. Don't let the delicate appearance fool you . . this rugged toy has a heavy gauge steel body. Ball bearing pedal drive is speedy, fun to operate. Easy automotive-type steering, sturdy bumpers. Windshield (no glass) raises and lowers. 8-in. wheels with semi-pneumatic rubber tires. Ship. wt. 32 lbs. *Mailable.*

48 T 5337 MO—About 16x42 in. long.. .... **$17.88**

The Country Squire

WOOD PANEL PICK-UP. A sturdy, all-purpose car with lots of room in rear for hauling. Removable wood stakes protect cargo. Easy steering; adjustable pedals. Pretend windshield, metallized hood ornament and hub caps, heavy gauge steel, blue enamel finish 8-inch nylon bearing wheels, puncture proof semi-pneumatic tires with chevron treads. About 40 inches long.

48 T 5343 MO -Ship. wt. 38 lbs. *Mailable*

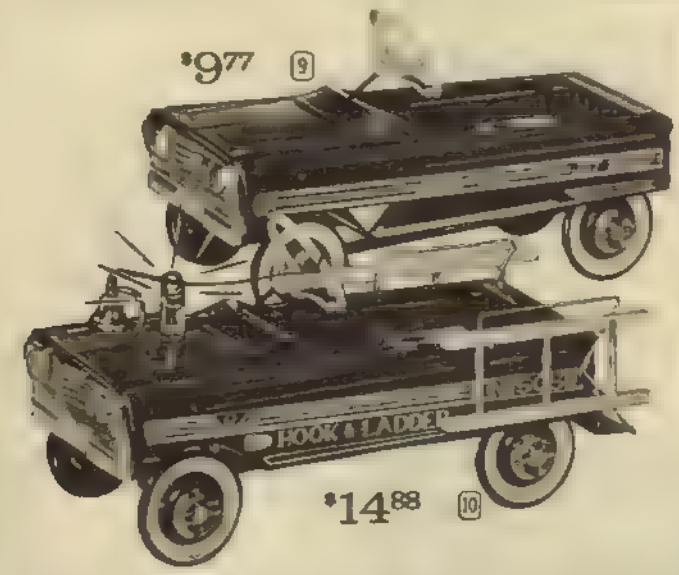
SAVE THIS CATALOG

Toys available till Oct. 1, 1965

Air Force Jeep

PRIDE OF THE MOTOR POOL. has the real military look. Gives endless hours of healthy enjoyment. Plenty of fun for 2 . . holds your little soldier and his best pal. Sturdy all-steel body is a rugged campaigner on the "battlefield." Air Force Blue enamel finish with military markings. Special features: 2-level seat with side handrails; tow ring on rear bumper; adjustable ball-bearing pedal drive, semi-pneumatic puncture-proof tires. Windshield frame (no glass) raises and lowers. Abt. 43½x15½x19½ in. high. *Mailable*

48 T 5317 MO—Ship. wt. 32 lbs. **$13.88**



$9.77 (9)

$14.88 (10)

(9) COMPACT CAR. Smart styling at a low price! Gleaming metallic turquoise and white body. Note these compact features: 3-position-pedal drive with nylon bearings, ⅛-in. solid rubber tires; bright silver color grille with embossed twin headlights; white seat pad; white enamel steering wheel.

48 T 5414 MB—About 33¾x15 in. wide. Ship. wt. 22 lbs. *Mailable.* **$9.77**

(10) RED HOOK AND LADDER. Red light flashes, bell rings and you're off to the "fire." Made of heavy-gauge steel. 3-position pedal drive with Nylon bearings; bright chrome-plated bell with cord; hand rails with two 3-rung ladders; ⅛-in. extruded rubber tires. Silver color grille

48 T 5309 MO—About 39x15 in. wide. Ship. wt. 25 lbs. *Mailable.* **$14.88**

King Size Seat Car

WAVE THE CHECKERED FLAG for this red seat car with real racing excitement. Sturdy tubular steel construction. 3-position ball-bearing pedal drive. Safety-styled bucket seat and airplane-type steering wheel—for jet age appearance. Retractable chrome-plated footrests. Puncture-proof semi-pneumatic tires.

48 T 5344 MO—About 47x23 in. wide. Ship. wt. 24 lbs. *Mailable.* **$13.88**

REGULAR SIZE SEAT CAR for the smaller speedster (not shown).

48 T 5462 M—About 39x19½ in. wide. Ship. wt. 23 lbs. *Mail.* . **$9.88**

SHOP THE MODERN, CONVENIENT WAY—
Phone Your Order Early

$24.77

Battery Operated Stutz Bearcat with Za-Zooom Motor Sound Unit

ITS MOTOR MAKES A MIGHTY R-R ROAR FOR ADDED REALISM. Actual reproduction of a famous antique car. Goes forward, stops, backs up—all battery powered. Bright red non-breakable plastic body with striking gold color coach trim, metal chassis. Features noise-making crank, bucket seat, running boards with [illegible] boxes, hand brake, and spare wheel. Unique one-pedal control with forward-reverse switch. Shipped by Freight, Truck or Express

48 T 5375 R—About 42x15½ in. Shipping weight 28 lbs..... **$24.77**

48 T 2335 MX—12V. BATTERY FOR ABOVE. Ship. wt. 8 lbs. *Mailable*..... **4.95**

STANDARD "D" CELL BATTERIES—For Stutz Bearcat Za Zooom motor sound unit (requires two). Ship wt. 4 oz. each.

48 T 2339 X—Each 21c . 4 for 79c

$9.88

39-in. size

SCREAMING MEE MEE-E

by Remco

$3.77

Hold your ears

Shoot grenade that screams toward its target, follow it up with 5 big, plastic bullets

Hefty Rifle and detachable Pistol both fire the grenade with the sound of the century

Sight the enemy through telesight, squeeze trigger—then watch and hear as 8½-inch grenade screams on its way. Next cock and slide the bolt to power 5 magazine-loaded plastic bullets . . pow! pow! pow! pow! pow! Release gunlock—and down drops secret 9-inch pistol for close range fire. All plastic with spring-powered mechanisms. Rifle 28 inches long.

79 N 2679C—Shipping weight 4 pounds $3.77

Johnny Seven O.M.A. $5.99

One-Man Army weapon. (1) launches *grenade;* (2) fires *anti-tank rocket,* (3) *armor-piercing shell,* (4) *anti-bunker missile,* (5) shoots 10 bullets as *rifle on biped;* (6) chatters as *Tommy gun,* (7) fires caps as *pistol.*

Break through the enemy's front and wreak havoc. Knock out machine-gun nests, tanks, bunkers, a squad of troops, even snipers. Mop up with detachable pistol. Plastic spring mechanisms. 3 feet long. By Topper

79 N 2684C—Shipping weight 6 pounds $5.99

Shell-ejecting Submachine Gun

$1.89

Pull back bolt lever which sets gun at ready-to-fire position. When enemy nears, squeeze trigger for realistic-sounding bursts. Muzzle recoils, 8 shells eject. Plastic, shoulder sling. 19 in. long

49 N 2770—Shipping weight 1 pound 12 ounces $1.89

Shoots a ball of air across the room.. Air Blaster Gun with 4-target set

Wham-o's hurricane-action gun startles pals, distant objects $4.66

When you bullseye the snarling gorilla target, he jumps, shakes and quivers . . vinyl strands re-form for more. Blast 4 little outer-space targets, or make your own. Harmless as a breeze. Hinged hand-lever on top builds air pressure . . then squeeze trigger. Sturdy black plastic, 10 inches long.

49 N 2666—Shipping weight 1 pound 7 ounces . . . . . Set $4.66

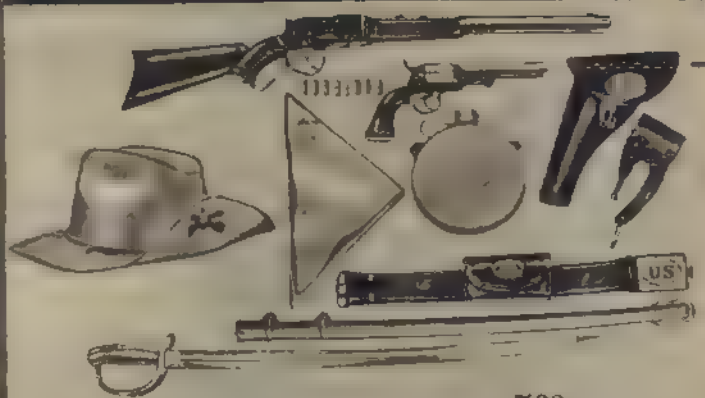
Be a one-man junior army in the best equipped airborne outfit. Drop behind enemy lines with helmet, machete, mess kit and field pack. "Knock out" snipers with rapid-firing toy burp gun and cap pistol that shoots harmless bullets. Wipe out bunker with practice hand grenades. Mission completed, head back to your lines!

PARATROOPER JUMP MASTER

22 pieces of equipment $4.99

Only Sears offers this field gear for airborne heroes. You "land" in a held wearing net helmet, belt with ammo case and holster. Canteen holds water, mess kit totes utensils, belt pack stores gear. Plastic 19 inch burp gun and 7 inch pistol have metal mechanisms.

49 N 2705—Shipping weight 4 pounds $4.99



Join the Cavalry—and Charge! $5.99

"Forward Ho!" You're a horse soldier of the Old West. You pack a 24-inch cap-firing saddle carbine, a 9½-inch cap pistol that shoots 8 soft bullets, and a 26-inch saber with scabbard, hanger. All plastic. Cavalry hat, canteen, belt with pouch, holster. Yellow cotton kerchief.

79 N 2605C—Shipping weight 4 pounds $5.99

NOTE: *Caps not included with any cap-firing toy*

BLAST 'EM
with the Zero M SONIC BLASTER

by Mattel

Bursts of air travel up to 40 feet to knock down airport "buildings" $7.33

Pump the handle, aim and pull trigger . . watch toy buildings scatter as a harmless blast of air knocks down your target. High impact plastic and metal gun, 35 inches long, features a working sight for precision aiming. Cardboard enemy airport features spectacular triple delayed-reaction "explosion" when hit by a blast of air.

79 N 2617C—Shipping weight 5 pounds.....$7.33

Golden Agent Pistol Set $2.99

Cap-firing .38 made of die-cast gold-color metal. Mount barrel extension, silencer and scope for long-range "firing." Leather belt with holsters for 38 pistol, silencer and extension. Cap-firing, palm-size secret 45 pistol attached to key chain for quick draws.

49 N 2846—Shpg. wt. 2 lbs. 8 oz. . . $2.99

It's a radio— Now a rifle

Zero M Radio-Rifle $2.66

Looks like a portable radio, but when danger lurks: turn it "on," stock and barrel spring out into a 19-in. plastic rifle that fires caps. Shpg. wt. 1 lb. 1 oz.

49 N 2629 .....$2.66

It's a camera— Now a pistol

Zero M Snap-Shot $1.66

Looks like an ordinary camera, but when you "see" danger—press shutter . . barrel and pistol grip pop out, fires caps. Plastic. Shpg. wt. 8 oz.

49 N 2627..... $1.66

Zero M Night-Fighter $2.88

Bolt-action machine gun features an adjustable "infra red" scope, smoking barrel with "silencer/flash hider." Fires caps singly or in bursts. Plastic. 27 in. long.

79 N 2621C—Shipping weight 2 pounds.....$2.88

The ISA 07-11 Gun, Holster Set $2.97

Pull plastic burp gun trigger for fast firing hear rat ta-tat machine gun sound. 19-inch burp gun. Cap-firing hand gun shoots caps and plastic bullets. Hide small pistol in shoulder holster with strap. With badge and wallet.

49 N 2691—Shpg. wt. 2 lbs. 12 oz. $2.97

Bull's eye flashes, bell rings as you shoot bullets of light

ELECTRONIC RIFLE RANGE NOW WITH PISTOL

Complete set $14.99 without batteries

Big 35-inch rifle and 7-inch pistol both trigger a beam of light with precision accuracy. 1½-foot high target has spring-motorized wand with photo-electric bull's eye. 4 wild-animal heads snap on wand to vary the "game." Score cards. Plastic weapons and target. Order all 3 batteries below.

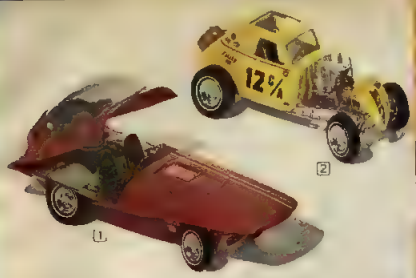
79 N 2708L M—Shipping wt. 10 lbs. Set $14.99

"D" Battery. Order 6 for target only.

79 N 4660—Shpg. wt. ea. 4 oz.....Each 16c; 6 for 90c

79 N 2670M–9-v. Battery for rifle. Wt. 5 oz. **Each $1.49**

79 N 6417M–9-v. Battery for pistol. Wt. 4 oz. **Each 35c**



1 GT 200 KIT . . . 1/12 scale builder's model from Lindberg has 300 authentically detailed parts. Plastic replica measures 15 inches long when completed. Operating features include: head lights, steering mechanism, clutch, hinged canopy. Also includes spare wheels and scale engine. Needs 2 "D" batteries (not included—see page 372). Mailable.
R36 J 5584. (5 lbs.). Kit 5.66

2 FIAT DRAG COUPE KIT from Lindberg. 1/12 scale plastic build-it model is an authentic duplicate of the famous 1949 dragster raced on NHRA competition courses! Fully equipped model has 1960 Chrysler engine, manifold, quad carburetors, Ford transmission, etc. Motor is powered by one "D" battery (not included—see page 372). Mailable.
R36 J 5585. (5 lbs.). . . . Kit 4.97

Authentic championship
DRAG AND SHOW CYCLES
realistic parts and controls!

Both 4.88

New and exciting drag and show motorcycles from Revell that you build yourself! Authentically detailed 1/8 scale plastic models have all chrome engines, competition exhaust systems, fuel tanks, real rubber tires. Completed they measure 5-in. high by 10-in. long. All ignition wiring, fuel lines and control cables included.

Triumph Custom Show Bike has two types of high-riser handlebars, custom-tuned seat and exhaust system, chromed "Sissy Bar" plus custom and stock carburetors.

Triumph 650 cc Drag Bike features straight handlebars. Incl. competition seat. Firestone drag slick.
48 J 5583. Shpg. wt. 1 lb. 10 oz.
Both for 4.88

fun to build
fun to show

(3) CORVETTE Sting Ray kit in 1/8 scale by Monogram. Operating parts incl. retractable headlights, steering, hood. 190 parts.
R36 J 5571. Over 20-in. long. Plastic. Mail. (5 lbs.). . . . Kit 6.99

(4) JAGUAR XKE, 1/8 scale model by Monogram. 267 parts. Working doors, wheels. 265 hp engine. Simulated leather upholstery.
R36 J 5579. Nearly 22-in. long. Plastic. Mail. (5 lbs.) Kit 6.99

(5) BIG DUECE—1932 Ford by Monogram. Over 250 parts (1/8 scale). Working doors, folding windshield, steering, lights.
R36 J 5570. Over 20-in. long. Plastic. Mail. (7 lbs.) . . . . . Kit 7.99

CLASSIC CARS KIT . . . of 1930's 7½-in. long Model A Ford Roadster, 8¼-in. long Chevrolet Coupe . . . exact replicas in realistic 1/20 scale. Made of die-cast metal and hi-impact plastic. Elegantly detailed models feature over 35 parts each, removable hood, operating steering, full interior. Easy to assemble, paint in color choice (paint not incl.) (4 lbs.)
38 J 5580. Both 4.44

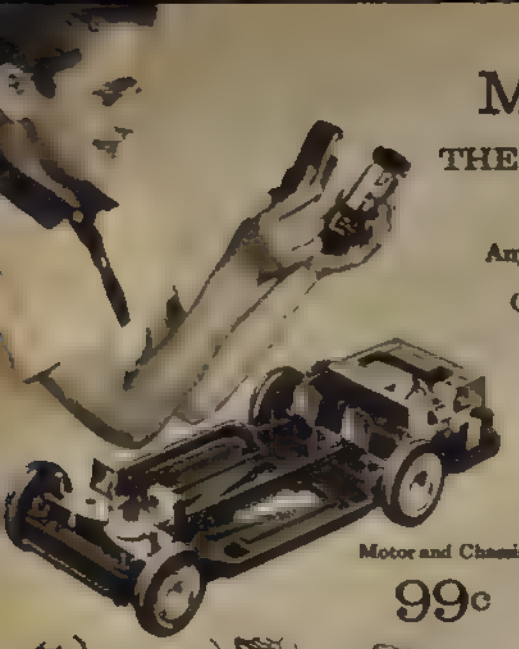
See page 269 for Budget Power—buy all your needs at Spiegel

MOTORIFIC

THE NEW QUICK-CHANGE MOTOR TOY

Any 2 or More Bodies 64¢ Each

Ordered Separately 69¢ Each



Motor and Chassis

99¢

(A) Snap Motor on Chassis — (B) Snap On Any Motorific Body — (C) Set 3-Position Steering

It's Terrific! It's Motorific! You can make new cars fast by changing bodies. It's easy as ABC. (A) Snap motor and batteries (batteries not included) into Chassis. (B) Snap on any Motorific body. (C) Set 3-position steering and away it goes. Chassis about 4 in. long; bodies about 4½ in. long. High impact plastic . . automobile colors with "chrome-plated" trim.

MOTORIFIC CHASSIS AND MOTOR (shown at left). Use 2 "AA" batteries; order on Page 306.
48 T 2900—Ship. wt. 9 oz. 99c

1. LINCOLN BODY. Yellow plastic.
48 T 2901 D—Ship. wt. 2 oz. . . . . Each 69c

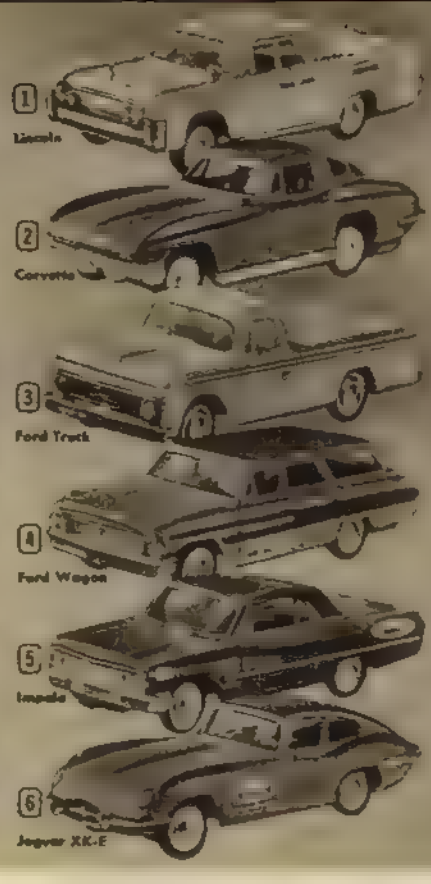
2. CORVETTE BODY. Blue plastic
48 T 2902 D—Ship. wt. 2 oz. Each 69c

3. FORD TRUCK BODY. Yellow plastic.
48 T 2903 D—Ship. wt. 2 oz. . . . . Each 69c

4. FORD STATION WAGON BODY. Turquoise plastic.
48 T 2904 D—Ship. wt. 2 oz. . . . . Each 69c

5. CHEVROLET IMPALA BODY. Red plastic.
48 T 2905 D—Ship. wt. 2 oz. . . . . Each 69c

6. JAGUAR XK-E BODY. Blue plastic.
48 T 2906 D—Ship. wt. 2 oz. . . . . Each 69c



7 $3.98 Sleepy Poodle

7. SLEEPY POODLE. Just wind her . watch her snooze, raise head as she yawns and blinks her eyes. She wags her tail and ears as beautiful Swiss-type music lulls her to sleep. Fluffy-plush covered.
48 T 2913—Abt. 11½ in. long. Wt. 1 lb. 2 oz. $3.98

8 $2.98 Chirpy Bird

8. "CHIRPY" THE SINGING BIRD. Just like a living bird! It skips from perch to perch chirping happily. Simply wind the precision mechanism and watch "Chirpy" go. Cage of metal and plastic.
48 T 2880—Abt. 6⅛ in. high. Ship. wt. 9 oz. $2.98

9 $4.64 Pretzel the Pooch

9. PRETZEL THE POOCH . a cute rascal. Throw a ball into his open mouth, he'll catch it and return it when you twist his ear. Walks forward, backward. Sturdy molded plastic. Uses no batteries.
48 T 2953—Abt. 18 in. long. Ship. wt. 2 lbs. $4.64

$6.62

THE BIG PARADE

246 WARDS ALL

FIVE "CADETS" MARCH IN UNISON . . drum beats . soldiers move left or right, forward or reverse. Baton included. High-impact plastic. Uses 2 "D" batteries (not incl.), order, Pg. 306.
48 T 2912—Abt. 11 in. high. Ship. wt. 4 lbs. $6.62

10 $3.98 Nutty Mad Indian

10. NUTTY MAD INDIAN beats drum and hoots, shakes. Cloth covered body. Abt. 11¾ in. high. Uses 2 "D" batteries, not included—order Page 306.
48 T 9921 Wt. 3 lbs. 8 oz. $3.98

11 $4.99 Mr. Yeti

11. MR. YETI walks, grunts, raises arms, opens mouth, shrieks by remote control. Order 2 "D" batteries—Pg. 306. Plush body abt. 10½ in. high.
48 T 9914—Ship. wt. 2 lbs. $4.99

10 $3.97

12 $2.98

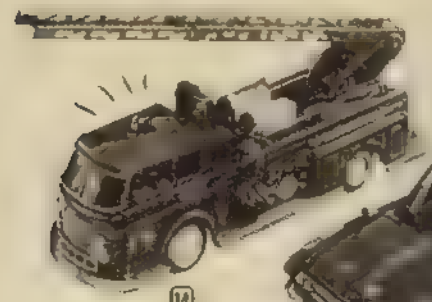
13 $2.88

10 CAP FIRING BUMP-AND-GO JEEP. Hits objects and then scoots in another direction. Lithographed steel. About 11 in. long. Fires caps from gun. Caps not included. Order 2 "D" batteries.
48 T 9929—Ship. wt. 1 lb. 14 oz. $3.97

11 ARMY OBSERVATION FRICTION PLANE. Zips along the floor as propeller spins. Wing span about 20 in.; fuselage about 14½ in. Realistically lithographed. Sturdy metal construction.
48 T 9951—Ship. wt. 1 lb. 4 oz. $1.89

12 CAP-FIRING TANK. Shoots automatically, smokes, climbs, rolls on rubber tracks. Plastic body. About 8¼ in. long. Caps not included. Order 2 "D" batteries —see opposite page.
48 T 9957—Ship. wt. 1 lb.

13 SPACE SURVEY X-09. Ship with "radar"—changes directions when it hits an object. Side lights flash, makes sonic sound. About 8½ in. long. Order 2 "D" batteries, opposite page.
48 T 2534—Ship. wt. 1 lb. 5 oz. $2.88

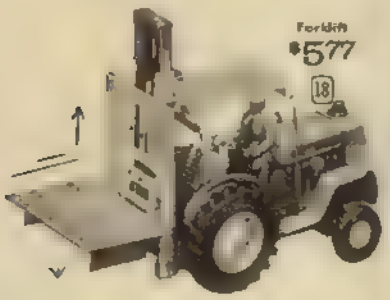


$1.98

$2.88

14 FIRE ENGINE. An action-packed fire fighter that helps you put out a four-alarm blaze. Bright red lithographed metal engine has ladder that soars up and out as you operate it by hand. Powerful friction motor whizzes engine to the scene of action. About 14 in. long.
48 T 9946—Ship. wt. 1 lb. 10 oz. $1.98

15 FIRE-CHIEF'S CAR has plenty of get-up-and-go to get to the fire in a hurry. Authentic siren sound, light on top. Wiper blades move. Bright red lithographed metal. About 16 in. long. Friction motor. Sturdy metal construction.
48 T 2931—Ship. wt. 2 lbs. 2 oz. $2.88



18 FORKLIFT . . performs realistic action. Picks up objects on palette, forward/reverse action. Figure attached. Sturdy metal construction with yellow lacquer finish. About 14 in. long. Order 2 "D" batteries, opposite page.
48 T 9937—Ship. wt. 2 lbs. 13 oz. $5.77

SAVE THIS CATALOG

Toys Available Until October 1, 1965

MATTEL'S NEW SKIP-LOADER or DUMP TRUCK

Only $7.74 Each

- They Look Real
- They Sound Real
- They Work Just Like Real Ones Do!

16 SKIP-LOADER. Realistically designed to look and sound like a real skip-loader. Use control handles to scoop up load, carry it, dump it. Motor sound until idles, revs up and roars. On, Off switch. Sturdy, high-impact plastic body. Metal handle, control rods, shovel arms. About 28 in. long. Easily assembled. Order 2 "D" batteries, opposite page.
48 T 2868M—Wt. 6 lbs. 8 oz. $7.74

17 DUMP TRUCK. Goes forward, backward or in a circle and dumps load. Actually vibrates when running and makes realistic motor sound as it revs up, roars, then idles. Sturdy high-impact plastic construction with translucent windshield and working steering mechanism. Order 2 or 4 "D" batteries on opposite page.
48 T 2864—Wt. 6 lbs. 8 oz. $7.74

AUTO TRANSPORT

with 12 Friction-Motor Cars

19 12 CARS WITH STRONG FRICTION MOTORS for realistic play. Each about 4 in. long—can be run up detachable ramp for loading, down for unloading. TRANSPORT TRAILER moves by strong friction motor. Detachable cab has dummy exhaust stack, ladder. Realistically detailed. Sturdy metal construction with gray and red finish. About 15 inches long overall.
49 T 9911—Ship. wt. 3 lbs. 4 oz. Complete $3.64

More mechanical toys appear on the following Pages, 246-248.

Mr. Mercury, walking mechanical man

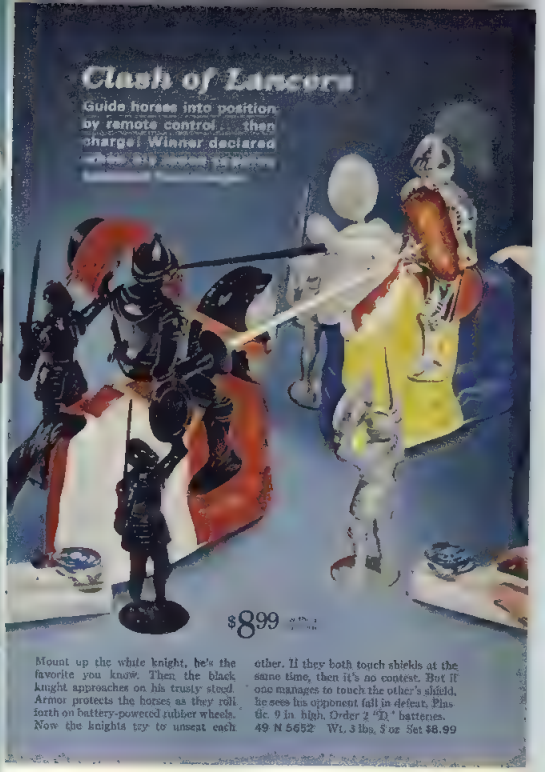
$5.99 without batteries

Press one of 4 buttons on control box to see him walk, bend, grasp and lift . . all by remote control. Picks up objects with pincers. 13 in. tall. Metal and plastic. Order 2 "D" batteries.
49 N 5783—Wt. 3 lbs. $5.99
"D" Battery. Wt. each 4 oz.
49N4660–Ea. 16c 4 for 60c

Yetti, the shy abominable snowman

$2.98 without batteries

It's been said he prowls the high Himalayas. As he walks along under remote control he swings his arms around and bellows a scary sound. White plush body, plastic painted features. 10½ inches tall. Order 2 "D" batteries at left.
49N5692 Wt. 2 lbs. $2.98



$8.99

Mount up the white knight, he's the favorite you know. Then the black knight approaches on his trusty steed. Armor protects the horses as they roll forth on battery-powered rubber wheels. Now the knights try to unseat each other. If they both touch shields at the same time, then it's no contest. But if one manages to touch the other's shield, he sees his opponent fall in defeat. Plastic. 9 in. high. Order 2 "D" batteries.
49 N 5652 Wt. 3 lbs. 3 oz. Set $8.99

The Creeping Hand

$3.97

Viral hand creeps and crawls. 4x8¾ in. long. Order 2 "C" batteries. Shpg. wt. 13 oz.
49 N 5861. . . . . .53 97
"C" Battery. Wt. each 2 oz.
49N4665–Ea. 16c, 4 for 60c

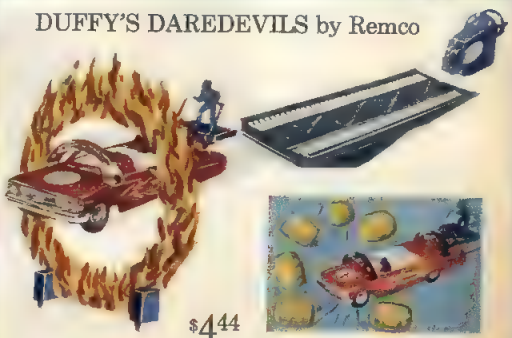
Tank explodes

when it hits a hidden mine as you guide it by remote control over a 4x3-foot battlefield

$4.99 wt. 2 lbs.

Tank lumbers forward, backward, left or right. See who can make it [illegible] Plastic tank. Runs [illegible] rebuilds easily. 6 small [illegible] batteries.
49 N 42.1 Ships separately. Set $4 99
49 N 4660—"D" Battery Wt ea 4 oz. Each 16c, 4 for 60c

DUFFY'S DAREDEVILS by Remco



$4.44

Send car zooming from jet launcher, up ramp and thru "flaming" hoop . . see it roll over and crash into barrels

The [illegible] equipment, men and machines test jet launcher, ramp, hoop, barrels. Bounce-back balancer helps put [illegible] car back on all 4 wheels. Watch it zoom down a straightaway. No batteries needed. Made in U.S.A.
49 N 5828C— Shpg. wt. 3 lbs. . . $4.44

Whoosh! Race 2 hot-rods, 2 motorcycles down drag strip past wrecker and truck

6-piece Set $8.99

Haul two hot-to-go Honda motorcycles to the drag strip in a pick-up truck. Truck features easy-loading tailgate. Race down the straightaway in two free-rolling hot rods. Slick "soft-top" roadsters. When "mishaps" occur, 14-inch service wrecker stands ready to go to the rescue. All road equipment features non-mar plastic tires, auto-steel construction and bright-plate trim.

Shipping weight 10 pounds.

79 N 5554C. ..... Set $8.99

U-Haul Rental Trailer and Truck $3.99

Truck with wrap-around windshield carries a movable trailer hitch. Trailer has snap-action door catch. Both feature auto-steel construction, high gloss baked enamel and white sidewall tires. 22 inches long.

49 N 5537—Shipping weight 4 pounds. ..... Set $3.99

Kennel Truck carries a dozen dogs $2.99

See through plastic kennel with movable top and sides hits off to become a permanent-type kennel. Steel Ford truck complete with wrap-around windshield, windows and non-mar plastic, whitewall tires. 11 in. long.

49 N 5407—Shipping weight 2 pounds 7 ounces $2.99

$3.89

Milk delivery Truck

Just like the family milkman drives. Sliding side doors and swing-out back doors. Colorful billboard on side features Elsie the Borden cow. Milk carrier holds 6 fillable polyethylene bottles. Steel truck 11¾ in. long. Shpg. wt. 2 lbs. 11 oz.

49 N 5552 ..... $3.89

$2.99

R.E.A. Express Van

Deliver surprise packages to Mom and Dad. Steel truck has 2 side sliding doors and a swing-out back door. Detailed interior. Whitewall, non-mar plastic tires; plastic bumper. 11¾ in. long.

Shipping wt. 2 lbs. 11 oz.

49 N 5540 .. ..$2.99

$3.89

Ice Cream Truck

Rugged, auto-steel construction, ringing bell and 2 sliding doors. Dish out treats through 3 big sliding windows. Fills detailed interior. Non-mar plastic whitewall tires, plastic bumper. 11¾ in. long.

Shipping wt. 2 lbs. 11 oz.

49 N 5547 . ...$3.89

$1.97

Pick-up Truck

Strong steel promises miles and miles of trouble-free service. Truck body protected by real truck paint. Equipped with ball-type trailer hitch. Snap open tailgate for easy loading. Sporty-looking chrome-plated wheel discs. 13 inches long.

49 N 5430—Wt. 3 lbs. $1.97

$2.99

Traveling Zoo Truck

Truck hauls 6 different jungle animals, each in its own separate cage. Hi impact plastic cage bars slide up to let the animals out. Steel truck rolls on white wall, non-mar plastic tires. 14 in. Chrome color grille trim.

Shipping wt. 2 lbs. 11 oz.

49 N 5543..... .... $2.99

$3.89

Coke delivery Truck

What an exciting job . . delivering soft drinks all around town. Steel truck carries a city-wide, thirst-quenching supply of "Coke". Two hand carts. Truck rolls gently on non-mar plastic tires. 15 in. long.

Shipping wt. 4 lbs. 8 oz.

49 N 5553..... $3.89

A 7.82

B 3.88

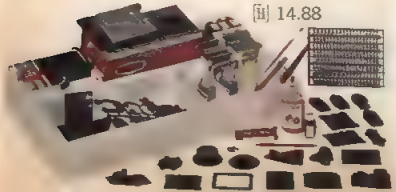
E 3.99

C 3.99

D 7.76

F 7.76

G 6.44



H 14.88

So cuddly,
So cute,
easy to make!

1 1.44

Knit Wit Pom-Pon Maker

1 POM PON MINIATURES You can make 8 ... X 924 6509 A ... 1.44

2 FEATHER AND YARN CRAFT ... X 924 6513 A ... 2.29

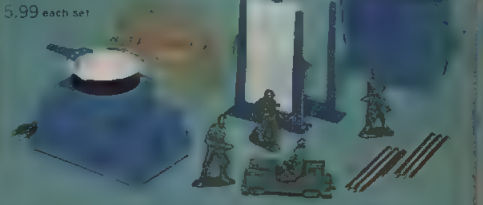
Feathered Friends ... X 924 6521 A ... 2.29

2.29
Feathercraft!
A new handicraft!

Make your own toys with this new casting set!

Formex 7 compound is non toxic ... can be used over and over!

5.99 each set



MILITARY CASTING SET ...
X 924 67 A ... 5.99
X 924 6729 A ... 5.99

Your favorite TV family

Mold figures ... then paint them! 25 funny figures

3.66

MUNSTERS CASTING SET ...

X 924 6735 A ... 3.66

Only genuine top-grain cowhide looks authentic, feels smooth and wears long. Every belt and holster on this page is made of this fine leather. And all sets are Sears exclusive designs

Belts on these boxes fit waists up to 28 inches unless otherwise noted. Caps not included with any cap-firing gun.

$3.99

LIGHTNIN' FAST DOUBLE HOLSTER SET

Guns whip out with sweep of hands . . cylinders revolve with each shot

Fast-draw tubular-style holsters let you wear guns "butt back" for quick action or forward for slick cross-draw. Natural tan finish holsters and full-contour belt lavishly tooled with Longhorn design in contrasting brown. Leg ties. Famous Texan 10½-inch nickel-plated metal pistols with plastic simulated bone handles fire roll caps. Six silver-color play bullets . . 3 each in 2 belt clips.
49 N 2838—Shpg. wt. 2 lbs. 8 oz. $3.99

$3.99

TV's Bonanza Double Holster

Embossed natural color hip-slung belt, fast-draw holsters. 9½-inch nickel-plated 50-shot cap repeaters, bone-like handles.
49 N 2643—Shpg. wt. 2 lbs. 8 oz. . . .$3.99

$3.99

TV's Matt Dillon Double Holster

Fast-handling 9½-inch nickel-plated 50-shot pistols, bone like handles. Natural finish belt and "jeweled" quick-draw holsters.
49 N 2703—Shpg. wt. 2 lbs. 8 oz. $3.99

$2.99

Roy Rogers Double Holster

Natural tan finish contour belt, cross-strap holsters, leg ties. Two 8-inch nickel-finish pistols shoot roll caps. Brown wood-like handles
49 N 2840—Shpg. wt. 1 lb. 8 oz. $2.99

$2.99

Black Raven Double Holster

Tooled black leather contour belt, "stand-off" style holsters. Nickel-finish 8-inch 50-shot cap repeaters, bone-like handles.
49 N 2828—Shpg. wt. 1 lb. 12 oz. . . .$2.99

$1.99

Western Star Double Holster

Holsters and belt in deep embossed natural finish. Nickel-plated 50 shot 7½-inch metal cap repeaters. Fits 21 to 26-in. waist
49 N 2827—Shpg. wt. 1 lb. 8 oz. $1.99

$2.99

Wild Mustang Single Holster

Embossed tan and brown finish contour belt with tubular holster for fast or cross-draw 10½-inch nickel-finish roll cap repeater
49 N 2837—Shpg. wt. 1 lb. 8 oz. . . . $2.99

$1.95

Quick-Draw Single Holster

Stand-away holster, hip slung belt in tooled tan and cordovan finish. 50-shot 8-inch metal cap pistol. Fits 21 to 26-in. waist.
49 N 2825—Shpg. wt. 1 lb. $1.95

Helps cowpokes keep the bunkhouse neat.

Western Gun and Clothes Rack

$3.49

Six horseshoe hooks for guns, holsters, pants, hats. 20x20-in. lacquered solid pine with thongs, conchos. Hardware. Unassembled
79 N 2734C Shpg. wt. 4 lbs. $3.49

Save this catalog *you can order toys on pages 441 to 673 from now until September 1, 1966.*

Mattel's Shootin' Shell Buffalo Hunter Set $5.99

Shoot caps and bullets with 26-in. lever-action Western style rifle or 9-in. Fanner six-shooter. Rifle ejects shell. Metal and plastic. Flexible knife, leather case, holster, belt, 9 cartridges, 30 bullet noses

79 N 2681C—Shipping weight 3 pounds $5.99

Mattel's Winchester Frontier Set $3.99

Lever-action 26-in. Shootin' Shell rifle shoots caps, bullets, ejects shell. Fanner 10½-in. pistol shoots caps. Both made of plastic and metal. Black Dura-Hyde® plastic holster, belt, 2 cartridges, 6 bullet noses.

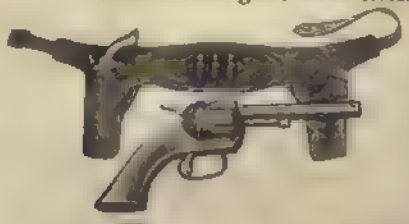
79 N 2644C—Shipping weight 3 pounds $3.99

Hubley's Buckaroo Set $2.99

For long range or close-up shootouts . . 27-in. lever-action Western style rifle with scope. "Jeweled" brown leather holsters hold 7½-in. nickel-finish metal pistols. Rifle and pistols shoot roll caps. Adjustable leather belt.

79 N 2843C—Shipping weight 3 pounds $2.99

Scaled down guns and holsters for younger cowboys



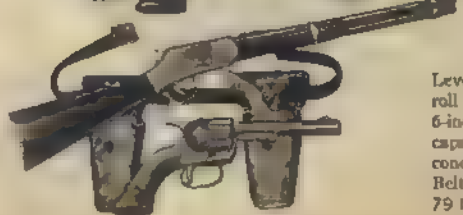
Western tooled Double Holster $1.79

Contour belt of top-grain leather. Two 6½-inch nickel-finish metal pistols shoot single caps. Three play bullets in clip on belt. Fits 18 to 23-inch waist

49 N 2835—Wt. 12 oz... $1.79

Black leather Double Holster. Handsome silver-color metal conchas, contrasting screened trim. Nickel finish 6-inch pistols shoot single caps. Separate adjustable belt fits 16 to 23-inch waist.

49 N 2839—Wt 10 oz. ... 99c



Cap-firing rifle and double holster Set $1.99

Lever-action 27-inch rifle shoots roll caps. Plastic and metal. Two 6-inch metal pistols shoot single caps. Leather holsters, "jewel" conchas, brown and white finish. Belt. Fits 18 to 23-in. waist.

79 N 2842C—Wt 2 lbs...$1.99

Western Marshal Outfit

Your fightin' fame spreads throughout the West . . and you're ready with saddle carbine for distant "shots", pistols and bowie knife for the showdowns

$4.99

Authentic Western rifle is a 32-in. beauty. Real lever action, shoots 250 caps. Black steel barrels, nickel-plated working parts, embossed simulated curly maple stock and fore-end. Two 7½-in. nickel finish pistols shoot roll caps. Quick-draw leather holsters in natural two-tone finish, "rope spot" design. Flexible 9-in. knife in matching leather case fits belt. Marshal's badge.

79 N 2832C—Shipping weight 4 pounds $4.99

8-piece Outfit for small gunslingers

Includes rifle, 2 pistols, vest, 'kerchief with holder, "white fur" trimmed double holsters $3.39

Plastic and metal 27-in. Western-rifle shoots roll caps. Brown leather holsters sport "jeweled" conchas, hold 6-in. single shot pistols. Fits 18 to 23-in. waist.

79 N 2844C—Shipping weight 2 pounds..... $3.39

Save this catalog . . you can order toys on pages 441 to 673 from now until Sept. 1, 1966

NOTE: Caps not included with any cap-firing toy

Sears knows what little girls like . .

A complete dinner service for 6 including 14 serving pieces—styled to look like Mom's famous-name cookware

Corona Ware

Made of high-impact plastic so it's highly break-resistant

92-piece Set $39.99

Dishes galore to delight the little homemaker. Modern coffee pot with cover and warming stand. Meals go right from stove to table . . 4 servers have clear plastic covers to show food "cooking." Server base, soup ladle, too. Other features for fine dining include 3 serving bowls, 6 casseroles and carafes; fruit bowl, plastic fruit; goblets, salt and pepper shakers.
49 N 946—Shpg. wt. 3 lbs. 4 oz. . . Set $3.99

Coffee "disappears" as you pour

Magic Perc Coffee Set $2.99

Perc magically refills itself when you set it down. Delectable onion design on white lends sparkle to 49-piece plastic service for 6. French style teapot, creamer, sugar bowl are strictly continental.
49 N 947—Wt. 1 lb. 10 oz. . . . Set $2.99

Now Barbie's sister has dishes

62-pc. Skipper's Tea Set $2.99

Sure to please every Barbie and Skipper fan as she sets her table for 6. Plastic set includes all the necessities for dinner and tea *plus* soup tureen, ladle, soup plates, goblets and salt and pepper shakers. Break-resistant.
49 N 951—Shpg. wt. 2 lbs. 4 oz. . . Set $2.99

Looks like real pottery

60-pc. Fallon Leaves Tea Set $2.99

Little gals treasure the modern styling, warm colors of this graceful tea set. Rounded teapot highlights plastic service for 6. Includes salad server, bowls.
49 N 977—Shpg. wt. 2 lbs. . . . Set $2.99

"Coffee" drips without heat . .

33-pc. Fizz-a-matic Serving Set $2.99

Real lip smacking fun for a young hostess and her coffee-time mates. 12 tasty tablets of Fizzies do "perking." Plastic service for 6. Serving tray, snack plates for goodies.
49 N 948—Shpg. wt. 1 lb. 5 oz. . . Set $2.99

$3.77

She'll feel like a real grown-up lady at tea time. Rich looking 41-piece plastic set is designed just for little girls who love beautiful things.

Includes gold color tea urn, creamer and sugar bowl, cruet holder, 2 bottles; cutlery; clear goblets, salt, pepper shakers. Full service for 4. Lace like plate and saucer edges are rich gold color. And 2 gold-color candelabras form the *pièce de résistance* of this indeed royal setting.
49 N 965—Shipping wt. 1 lb. 7 oz. . . Set $3.77

Proudly serve these tempting "foods" . . so real-looking you'll hardly believe they're just for fun

PLASTIC PLAY FOOD $1.49 to $2.99

Set a table with yummy looking meats, fish, bread, vegetables, rolls, eggs, desserts and more. You even get plastic place mats and candles to cast a lovely mood. Dinner will be served at eight, do come

149 pieces. Service for 6.
49 N 968–Shpg. wt. 10 oz. Set $2.92

90 pieces. Service for 6.
49 N 966–Shpg. wt. 6 oz. Set $1.99

60 pieces. Service for 4.
49 N 967 Shpg. wt. 5 oz. Set $1.49

Plastic Foods . . look so delicious

Fully-molded plastic gives a real, full-dimensional look. Fruits, vegetables, meats and favorite gelatin creations . . 44 in all.
49 N 1136—Shipping weight 11 oz...Set $2.99

Fresh-from-the-farm Play Food

Meats, eggs, dairy and bakery goodies. 22 items you'd expect to find in the refrigerator. True to life look in molded plastic.
49 N 1182—Shipping weight 1 lb...Set $1.52

Refrigerator-kept "perishables"

22 dairy delights, vegetables and meats that look so delicate you'd expect them to melt away, but they won't. Plastic is tough
49 N 1132—Shipping weight 10 oz. Set $1.88

Can't do without canned goods

Here are two dozen empty, 3-inch high cans in scale size. You'll know the famous names on the labels . . the ones Mom insists on.
49 N 1101—Shpg. wt. 1 lb. 4 oz. . . Set $1.88

Packages from the grocery

40 unfilled boxes in small scale size. Colorfully printed to look like you picked them right off the grocer's shelf.
49 N 1102—Shipping weight 1 lb...Set $1.44

Coppertone kitchen Set

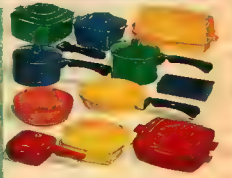
Aluminum molds, salt and pepper shakers, cookie cutter, measuring spoons and more. 16 pieces. Adult size . . big enough to use.
49 N 1119 –Shipping weight 8 oz...Set $1.92

15-piece apple design Cookware

Gaily decorated steel. Casseroles and pans, tea kettle, too. Plastic kitchen tool set.
49 N 949 Shpg. wt. 1 lb. 4 oz. . . . Set $1.99

17-pc. aluminum Cook, Bake Set

Brew a pot of "coffee" or if your guests like tea, heat the water in a teakettle. Roaster, cake and muffin pans and more.
49 N 1122 —Shipping wt. 1 lb. . . . Set $1.99



23-piece Pots N' Pans Set

Rustle-up something good with these play utensils. Plastic roaster, double boiler, fry-pans, casseroles, pan mixing bowl and more.
49 N 1110—Shpg. wt. 2 lbs. . . . Set $1.99

CAMELOT CASTLE

$4.98

- **BIG, BIG, BIG! Almost Two Feet High!**
- **One of this Year's Most Exciting Toys**

[1] Defend Proud Camelot from the onslaught of attacking knights as they try to swarm up the mountain, cross the water-filled moat and charge into the castle.

Beautifully molded, colorfully decorated Dylite® plastic. Furnished with authentically designed medieval flags. Castle lifts off base. 12 hand painted, realistically detailed knights. Mountable.

48 T 2771 MO- Ship wt 4 lbs **$4.98**

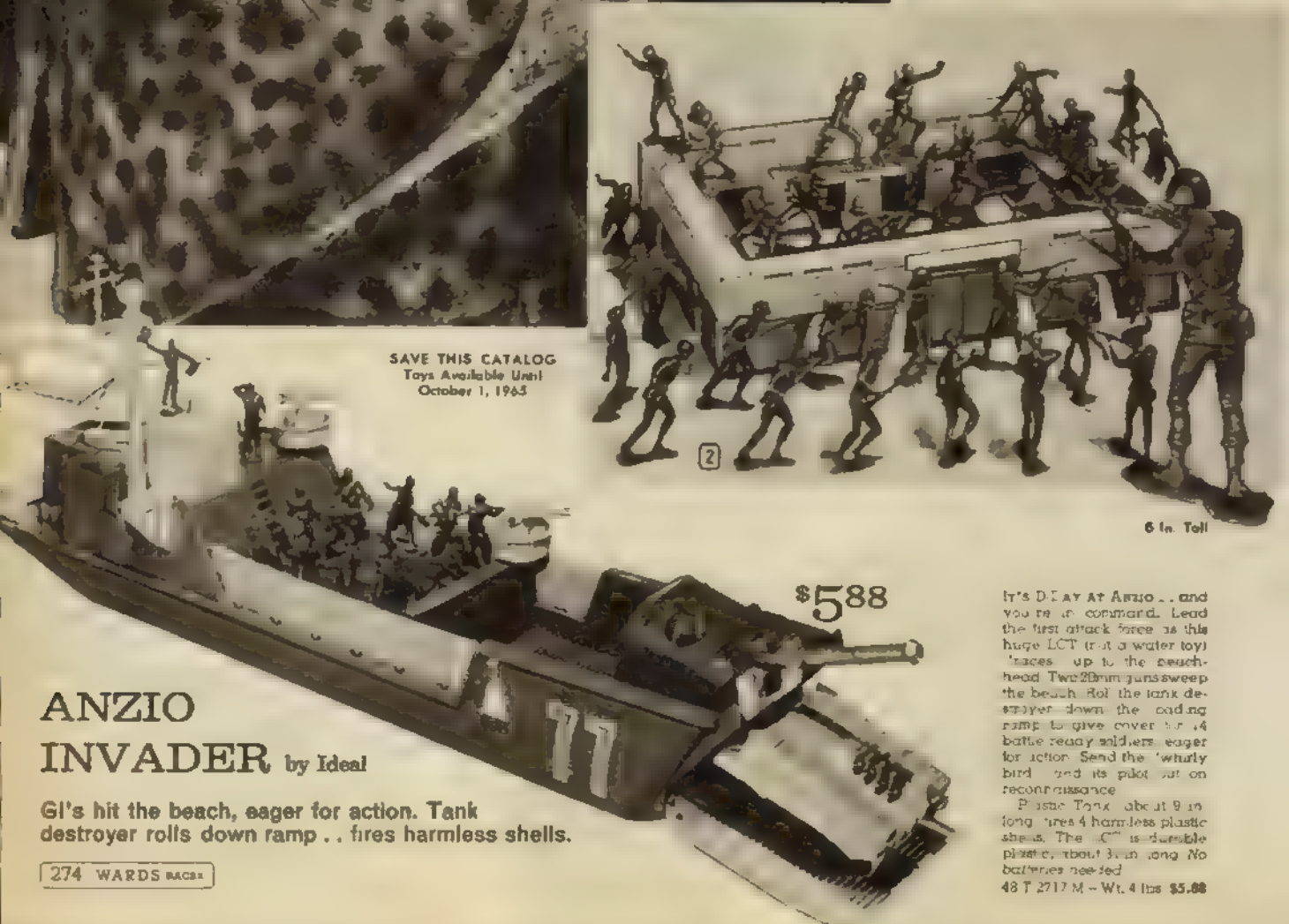
ATTACK THE ENEMY

$3.98

- **Big, Big 6-inch High Soldiers!**
- **Lead the Attack as Your Combat Team Takes this Heavily Fortified Bunker**

[2] Tough U.S. Combat Troops fight fiercely to capture this important enemy bunker. Big, closely-detailed soldiers, abt. 6 in. tall, of durable plastic. 18 American and enemy. Bunker is sturdy pressboard, authentically colored, about 25¾x19½x5 in. high.

48 T 2770 M- Ship wt. 1 lb **$3.98**



SAVE THIS CATALOG
Toys Available Until
October 1, 1965

6 In. Tall

ANZIO INVADER by Ideal

$5.88

GI's hit the beach, eager for action. Tank destroyer rolls down ramp . . fires harmless shells.

It's D-Day at Anzio . . and you're in command. Lead the first attack force as this huge LCT (not a water toy) races up to the beachhead. Two 20mm guns sweep the beach. Roll the tank destroyer down the loading ramp to give cover for 4 battle ready soldiers, eager for action. Send the whirly bird and its pilot out on reconnaissance.

Plastic Tank about 9 in. long, fires 4 harmless plastic shells. The LCT is durable plastic, about 3 in. long. No batteries needed.

48 T 2717 M – Wt. 4 lbs **$5.88**

FORT APACHE

Over 240 Pcs. $7.84

Over 120 Pcs. $4.88

Relive the rough-and-ready days of the Old West . . Defend the Fort against Indians on the Warpath

BUILD THIS FAMOUS FRONTIER OUTPOST then fight side-by-side with Cavalry . . . save the wagon train . . . defend the fort . . . hours and hours of pure excitement . . . cannons actually shoot harmless shells. BUILD A REAL STOCKADE . . . Plastic pieces include 2 corner blockhouses with ladders, catwalks, swinging gates with overhead sign and imitation skins, some 4½ in. high. Realistic accessories, tax powder kegs, chairs, anvil, well with bucket and bucket sling, 3-piece plastic canyon others. Fort also has cavalry men, Indians, horses, scaling ladders, wagons, plus lots of extra parts. There's enough plastic in the set for headquarters building in steel about 12x4x1½ in. high. Over 240 pieces.

48 T 2763 M Ship. wt. 6 lbs. 8 oz. Set $7.84

OVER 120-PC. FORT APACHE. Like above, fewer pcs.
48 T 2775 M Ship. wt. 3 lbs. 11 oz. Set $4.88

SAVE THIS CATALOG

Toys available until Oct. 1, 1965

Hand-Painted Authentically Scaled American Horse Families

Set of Three $2.69

1 MORGAN HORSE FAMILY . . . the strong, sturdy breed originally developed for farm and ranch work. Now bred for racing, prizes. Chestnut colored, real sturdy, molded, 3-dimensional plastic.
48 T 2703 Abt. 6½ in. high. Ship. wt. 1 lb. **$2.69**

2 TOBIANO PINTO HORSE FAMILY . . . a favorite in the West; beautiful black markings on white. Often called "painted" or "paint." Realistically molded, 3 dimensional plastic.
48 T 2702 Abt. 6½ in. high. Ship. wt. 1 lb. **$2.69**

27 Farm Figures $1.88

COLORFUL, HAND-PAINTED FARM FIGURES of durable plastic add more fun and more excitement to any farm set. Includes 6 farmers, 6 cows, 3 colts, 3 calves, 3 roosters, 3 pigs and 3 horses. 27 pieces in all.
48 T 2704 Ship. wt. 8 oz. Set **$1.88**

65-Pc. Livestock Farm Set $2.98

EVERY DAY IS FUN DOWN ON THIS BUSY FARM. There's loads of equipment to lighten the farmer's chores: tractor and 5 pieces of hand equipment including plow, disc, hay wagon, rake and mower plus farmers, animals and other accessories, all durable plastic. Barn, abt. 12x9x10½ in. high, has manually operated hayloft. Silo, abt. 12 in. high, has removable dome. Buildings brightly lithographed steel, easily assembled.
48 T 2701 Ship. wt. 3 lbs. 8 oz. Set **$2.98**

1 **45 PC. DAISY TEA SET.** Service for 4 in plastic with daisy design. 4 place settings include cups and saucers, plates, knives, forks, spoons, goblets, paper napkins, casserole dishes, butter plates. Covered teapot, creamer, covered sugar bowl also included.
X 921-6268 A—Shpg. wt. 1 lb. 10 oz. **1.88**

2 **45-PC. FRUIT TEA SET.** Service for 4 cups and saucers, plates, knives, forks and spoons, goblets, small casserole dishes and paper napkins. All in colorful fruit-motif. Matching covered teapot, creamer and sugar bowl are also included. All pieces of plastic.
X 921 6276 A—Shpg. wt. 1 lb. 10 oz.. **1.88**

3 **43-PC. SKIPPER® TEA SET.** Made of plastic, "Skipper" pattern. Service for 4 cups and saucers, plates, knives, forks and spoons, goblets, salad bowls and paper napkins. Covered teapot, creamer, sugar bowl and salt and pepper shakers included.
X 921-6284 A—Shpg. wt. 1 lb. 10 oz.. **1.88**

COMPLETE SERVICE for 4

only

1.88

- *Choose from 6 lovely patterns*
- *Made of durable washable plastic*

4 **AMERICAN BEAUTY TEA SET.** 43 piece Service for 4 with American Beauty rose design. 4 each: plates, cups and saucers, knives, forks and spoons; tumblers, paper napkins and holder plus stemware of clear plastic. Covered teapot and 2 warmers, creamer and covered sugar bowl. Plastic.
X 921-6292 A—Shpg. wt. 2 lbs..... **1.88**

5 **MAJESTIC TEA SET.** 47 pcs. Service for 4 with colorful, geometric pattern plates, cups and saucers, knives, forks and spoons; tumblers, paper napkins and holder plus stemware in clear plastic. Also 2 casseroles and warmer, teapot, creamer and sugar bowl.
X 921-6300 A—Shpg. wt. 2 lbs.... . **1.88**

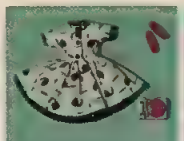
6 **BLUEBIRD TEA SET.** 44 pcs. Set for 4 includes plates, cups and saucers, tumblers, knives, forks and spoons, paper napkins, and stemware of clear plastic. Covered teapot, 2 sugar bowls and creamer. Plastic.
X 921-6318 A—Shpg. wt. 2 lbs..... **1.88**

7 **RUSSEL WRIGHT TEA SET.** 53-pc. set serves 6. Extra-thick plastic has the look of pottery. Set includes cups and saucers, plates, paper napkins. Knives, forks, and spoons metalized to look like real silver. Goblets, of clear plastic. Covered teapot, sugar bowl and creamer are also included in the set.
X 921-6326 A—Shipping weight 2 lbs. 5 oz. **3.88**
X 921-6334 A—37-pc. set. Serves 4. Shpg. wt. 2 lbs. **2.88**

8 **LITTLE HOSTESS BUFFET by MARX.** Bring elegance to your entertaining. High-impact plastic in soft beige-and-gold color design. Service for four with tea service, knives, forks, spoons, glasses, cups and saucers. 9-in. service plates and accessories. Plastic buffet measures 36 x 10½ x 22½ in. high. Semi-mailable—see page 230. Charge it—see page 227 for details.
X 921-4735 A—Shipping weight 15 lbs.. . . . . **13.88**

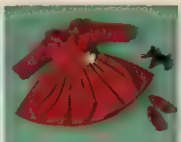
66c

doll costumes for 9½" little sister dolls . . .



DOLL DRESS AND PHONOGRAPH. One piece printed plastic phonograph and a pair of white shoes. Shpg. wt. 6 oz.
X 921-6847 A 66c

DOLL SKIING OUTFIT. Complete outfit: nylon ski jacket, [illegible] and nylon [illegible] Shpg. wt. 6 oz.
X 921-6953 A . . 66c



DOLL DRESS WITH POODLE Velveteen dress with pink flower [illegible] poodle with [illegible] Shpg. wt. 6 oz.
X 921-6920 A. 66c

DOLL DRESS WITH HANGER One piece dress [illegible] and [illegible] Red, white, pink stripes. Wt. 6 oz.
X 921-6870 A . . 66c

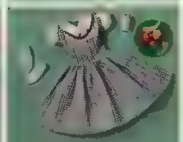
DOLL DRESS AND ACCESSORIES One piece dress with [illegible] colored handbag, white shoes and necklace. 6 oz.
X 921-6854 A. . . 66c

DOLL DRESS AND JACKET SET Red dress and jacket plus handbag and shoes. Shpg. wt. 6 oz. Fits on the wardrobe
X 921-6912 A. . 66c

DOLL TENNIS OUTFIT. Black and white checked blouse, red shorts. Tennis racket, ball, shoes. Shpg. weight 6 oz.
X 921-6938 A . . 66c

DOLL SKATING OUTFIT. White knitted sweater, red slacks and skirt. Wt. 6 oz. Fits on skates with boots. Shipping weight 6 oz.
X 921-6946 A . . 66c

ROBE AND PAJAMA SET. Two piece [illegible] trimmed with lace, pink robe with ribbon trim. For use before bedtime. Shpg. wt. 6 oz.
X 921-6862 A 66c



DOLL DRESS AND OUTFIT Blue checked dress with panty, [illegible] shoes and tank top. Shpg. wt. 6 oz. Perfect for [illegible]
X 921-6888 A 66c

DOLL'S CORDUROY COAT. Coat, [illegible] with [illegible] and [illegible] Shpg. wt. 6 oz. For dress or sportswear
X 921-6896 A 66c

DOLL'S COAT SET Red coat, white hat with red bow, and matching red shoes. Shipping weight 6 oz. An adorable outfit
X 921-6904 A 66c

costumes for 11½" fashion dolls . . . pay only

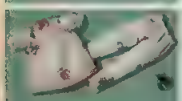
66c

DOLL'S MATCHING COAT AND HAT Red corduroy coat and hat. Hyndtex dress. Wt. 6 oz.
X 921-7001 A 66c

DOLL'S SWEATER 'N SLACKS SET Plus shoes and necklace set, [illegible] Shpg. wt. 6 oz.
X 921-6961 A . . 66c

DOLL'S WHITE NYLON JACKET SET Red dress and shoes. Mock pearl necklace. Shpg. wt. 6 oz.
X 921-6995 A. . . . 66c

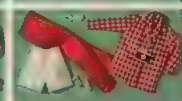
DOLL'S SKIING OUTFIT Ski jacket, [illegible] pants, poles and ski boots. Shipping weight 6 oz.
X 921-7035 A. . . . 66c



DOLL'S 2-PIECE PAJAMA SET. Printed pajama, lace trimmed. Fruit and glass.
X 921-7019 A—6 oz 66c

DOLL'S 3 PIECE OUTFIT. Skirt, blouse, jacket. Plus shoes and necklace. Shipping weight 6 oz.
X 921 6987 A 66c

DOLL DRESS AND JACKET SET A-line pearl necklace, red sunglasses and shoes. Handbag. 6 oz.
X 921 6979 A 66c



DOLL BLOUSE AND SLACKS SET Aqua blouse and [illegible] shoes. Shipping weight 6 oz.
X 921 7027 A 66c

You do real baking with these cake mix sets!

There are so many delicious cakes and varieties you can bake: chocolate fudge, spice cake, pancakes, cookies and many, many more

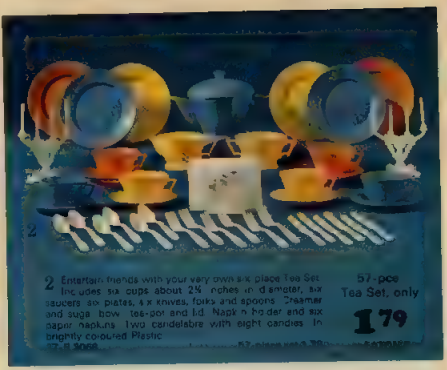
1.66 TO 6.77

AT EATON'S

1 De luxe 80-piece Pancake, Cookie and Cake Mix Set—so easy to prepare. For delicious pancakes you have three mixes, metal fry pan (6½-inch diameter), turner, one 4 oz bottle of syrup. Also twelve cake mixes, four cookie mixes, eight frostings, eight packages decorations. Metal utensils: cookie sheet (5½ by 4¼ inches), six cookie cutters, two round tins, muffin tin, mixer, cake tester. Plastic utensils, mixing bowl, two measuring spoons, spatula, cake knife, mixing spoon. Paper accessories: 14 pan liners, eight paper or nikle cups. Wooden rolling pin, cook book
27-R 3067 . . . . . 80-piece cake mix set 6.77

THREE OTHER CAKE MIX SETS

Pieces in set	74	50	28
Cake Mixes	14	8	6
Cookie Mix Set	3	2	2
Frosting	8	6	2
Decorative Pkgs.	7	4	1
Metal Utensils	12	6	5
Plastic Utensils	6	6	3
Paper Items	22	17	8
Cook Book	1	1	1
Apron	1	—	—
Catalogue No.	27-R 3068	27-R 3066	27-R 3067
Price for Set	4.77	2.66	1.66



2 Entertain friends with your very own six piece Tea Set. Includes six cups about 2¾ inches in diameter, six saucers, six plates, six knives, forks and spoons. Creamer and sugar bowl with lid. Napkin holder and six paper napkins. Two candelabra with eight candles. In brightly coloured Plastic.
27-R 3068 . . . . . 57-piece set 3.79

57-pce Tea Set, only **1.79**

3

Your very own kitchen

Now you can make breakfast, lunch and dinner just like mommy

4.98 at EATON'S

3 Metal Stove with four imitation burners, cooks pretend meal. Stove has spacious cooking top. Oven with see-through door cooks imitation turkey. You can wash dishes in double sink with taps, plug and stopper—even a drainboard. Wall cupboard with two sliding doors and six open ng drawers to store dishes. Cupboard under sink stores pots. Metal utensils, two pots with lids, fry pan, kettle, roasting pan. Plastic utensils: dish drainer, pail, four cups and saucers, sugar bowl, milk jug, larger jug and tea-pot. Plastic roasting turkey. About 13⅜ by 6½ by 11⅛ inches.
27-R 3044. . . . . 4.98

Be sure to order in plenty of time for Christmas

You'll be the height of elegance in this luxurious dress-up kit

Only 2.98

7 Outfit consists of White plush stole lined with taffeta (about 36 inches long); plastic purse, hat with white ribbon, and elastic for keeping it in place, bracelet and necklace. Plastic shoes with high heels and elastic straps. And for the final touch of glamour . . . a chic switch.
27-R 3020. . . . 2.98

8 EATON Playfair Doctor Kit in 12 by 6 by 6½-inch plastic carrying bag. Accessories include plastic jacket, head reflector, stethoscope, pair of glasses, thermometer, autoscope, forceps, microscope, absorbent cotton, watch, eye examiner, hammer, hypo, tongue depressors, scissors, candy capsules, pill vials, etc.
27-R 3065. Approximately 26 pieces 4.98

EATON Playfair Nurse Kit (not shown). In 12 by 6 by 6½-inch plastic bag. Accessories include plastic apron and nurse cap, six patient charts, hot water bottle, forceps, hypo, kidney pan thermometer, scissors, etc.
27-R 3064. Approximately 26 pieces . . 4.98

9 Minnie Mouse Nurse Kit in 9¾ by 3¾ by 7½-inch plastic bag. Accessories include stethoscope, thermometer, eye examiner, hypo, candy pills, red cross cap, etc.
27-R 3022. . . . . 14-piece set 1.88

Mickey Mouse Doctor Kit (not shown). In 9¾ by 3¾ by 7½-inch plastic bag. Accessories include arm-band, thermometer, stethoscope, head reflector, hammer, hypo, etc.
27-R 3021. . . . . 16-piece set 1.88

Eaton Playfair doctor and nurse kits

you're all set for a professional career

26-piece Playfair sets **4.98** each

Small Walt Disney doctor and nurse kits are priced at 1.88 each

Snow cone maker 4.77

10 Pop in some ice cubes, crank handle to get shaved ice, then pour on one of the four different flavour syrups. Includes two plastic dispensers, paper cones, funnel, ice shovel, popsicle mould, sticks, decorations and snow-ball maker. About 9¼ inches high.
27-R 3068. . . . . 4.77

Plastic hair dryer 4.99

11 Now you can practice the latest hair styles on your dolls. Set includes four rollers, comb, brush, and two plastic bonnets. Dryer blows cold air. Carrying case measures about 8 by 3½ inches deep. Dryer operates on two "D" cell batteries (included).
27-R 3000. With instructions. 4.99

A vanity of your own

With ten playtime cosmetics for a smart young lady

15.99

Cash or 3.00 monthly*

12 Sturdy Plastic Vanity about 24 inches wide by 23 inches high has centre compartment with flip-top mirror. 12¾ inch hassock has convenient storage compartment. Includes brush, comb, hand mirror, picture frame bracelet ring pocket, manicure set, ten assorted play cosmetics. Spending ivory colour.
027-R 3633. . . . . 15.99

74-piece set $3.97

Union Station by Remco

Make people "walk"... trains, cars and buses roll by "magnetic power". All the hustle, and bustle of a busy terminal . . 24x24 inches square.

All aboard for Union Station! Suddenly you're the engineer of a streamlined train . . or the bus driver who gets his passengers there just before the train pulls out . . or the man behind the wheel of a hurrying sedan. Just wave (maneuver) your magnetic wand *under* the station and a whole city of action opens up for you. Complete with 11 magnetic-motion items, street signs, furnished train and bus station, ticket office, sweet shop and more. Sets up quickly . . just snap buildings onto base.

79 N 6080C Shipping weight 6 pounds $3.97

Invasion of the monstrous insects

Hamilton's Invaders

by Remco

17-piece set $8.97 12-piece set $5.87

Their claws ready to snap, 14-in. Horrible Hamilton, 9-in. Hamilton Spider and 3 mini monsters crawl from their cave to grasp for the very lives of your 9 men. Whirling above, special helicopter drops its deadly plastic bombs . . your mighty tank rolls in, shells the invaders. Horrible, Spider copter, tank spring motorized . . just pull cords. Battle-tough plastic lets you, your men and Horrible greet again and again.

49 N 5815C 17-pc. set. Shipping weight 4 lbs. $8.97

12-pc. Set. With Horrible, 6 men, copter, mini-monsters.
49 N 5814 Shipping weight 2 pounds. $5.87

Just say "Charge It" when you phone your order

Torpedo-firing sub cruises just below surface . . real grappling arm on sea crawler scoops up "treasure."

VOYAGE TO THE BOTTOM OF THE SEA

12-piece set $4.99

Admiral Nelson welcomes you aboard for some fantastic voyages. You're the skipper. In bathysphere, you'll wind 18-in. Sea-Crawler with it. You'll control mini-tower alone shows. Order down exploring Minisled, too. Then you can alert the Domed Sea-Crawler to find the octopus and monster. Assisted by 2 divers, 2 torpedos you're set for adventure. Plastic.

49 N 6082 Shipping weight 3 lbs. 8 oz. .. $4.99

Park customers' cars in this 3-level Service Station. Elevator carries them up, ramp brings them down

Give cars complete service with 3 gas pumps, grease rack, air hose, jack

$7.99

You can direct five attendants as late-model plastic cars roll into your own 24-hour super service center. Manual elevator with open shaft has access to all three floors. Preformed ramp lets cars roll from top to bottom.

Grease rack for lubrications, jack for tire changes, *plus* air hose, tire and battery displays, oil can rack, water can, battery charger . 43 pieces in all. Above accessories made of durable plastic for years of fun.

Steel garage measures about 31x 20x19 inches high. Unassembled. Shipping weight 10 pounds.

79 N 6049L $7.99

Just call Sears . . . "Charge It" if you wish

Boss your own Service Station

30-piece set with flying wing car ports 5 free-rolling cars to wash, "fill" with gas

$4.89

Drive cars up to 2 gas pumps for service. Mount them on car wash rack for cleaning, grease rack for lubrication. Steel garage sits on metal base about 26x14 inches. Arrange battery charger, tire display, oil can rack, air hose to lend authentic touch. 5 attendants. Set also includes jack, bucket, grease gun, water can. Accessories of durable plastic. Unassembled.

79 N 6044C Shipping weight 6 pounds..... $4.89

Talking Service Station with 15-man crew

Complete with motorized elevator, 4-way stop light, wrecker, take-apart car **$9.98** without batteries

A 56-piece set with hand-crank public address system. Battery-powered elevator serves upper level. Friction-powered metal wrecker, 2 friction powered metal cars, 5 free-rolling plastic cars, 1 with water hose and gas tank, 1 that diswanties. 3 gas pumps, 1 with water system to fill tank. Hand-operated traffic light, wash and grease racks, sign. Plastic 14-in high metal garage on metal base 29x16 inches. Unassembled. *Order 1 "D" battery below*

79 N 5941L Shipping weight 10 pounds.. .. ..$9.98

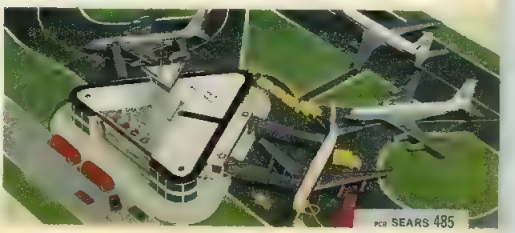
Push buttons on control panel . . dual corridors *telescope* out while lights blink, antennas spin on roof

No other JET TERMINAL like it anywhere but at Sears **$8.98** without batteries

Four sleek jets wait on field . . move 2 up to terminal building. Corridors roll on wheels with automatic precision . . operated by remote-control buttons on tower. 13x14x8-inch high steel building unassembled. Plastic trucks, cars and buses roll freely around the 42x27-inch airfield sheet. Planes take off and fly by hand. 16 pieces in all. From Japan. *Order 2 "D" batteries below*

49 N 4260C—Shipping weight 4 pounds $8.98

49 N 4560 –"D" Battery Shpg wt each 4 oz Each 16c, 4 for 60c



Whoosh! Race 2 hot-rods, 2 motorcycles down drag strip past wrecker and truck

6-piece Set $8.99

Haul two hot-to-go Honda motorcycles to the drag strip in a pick-up truck. Truck features easy loading tailgate. Race down the straightaway in two free-rolling hot rods. Slick "soft-top" roadsters. When "mishaps" occur, 14-inch service wrecker stands ready to go to the rescue. All road equipment features non-mar plastic tires, auto-steel construction and bright-plate trim.

Shipping weight 10 pounds.

79 N 5554C. . . . . Set $8.99

U-Haul Rental Trailer and Truck $3.99

Truck with wrap-around windshield carries a movable trailer hitch. Trailer has snap-action door catch. Both feature auto-steel construction, high-gloss baked enamel and white sidewall tires. 22 inches long

49 N 5637—Shipping weight 4 pounds . . . . . Set $3.99

Kennel Truck carries a dozen dogs $2.99

See-through plastic kennel with movable top and sides lifts off to become a permanent-type kennel. Steel Ford truck complete with wrap-around windshield, windows and non-mar plastic, whitewall tires. 11 in. long.

49 N 5407—Shipping weight 2 pounds 7 ounces $2.99

$3.97

Milk delivery Truck

Just like the family milkman drives. Sliding side doors and swing-out back doors. Colorful billboard on side features Elsie the Borden cow. Milk carrier holds 6 fillable polyethylene bottles. Steel truck 11½ in. long. Shpg. wt. 2 lbs. 11 oz.

49 N 5562. . . . . $3.97

$2.99

R.E.A. Express Van

Deliver surprise packages to Mom and Dad. Steel truck has 2 side sliding doors and a swing-out back door. Detailed interior. Whitewall, non-mar plastic tires; plastic bumper. 11½ in. long

Shipping wt. 2 lbs. 11 oz.

49 N 5540 . . . . . $2.99

$3.97

Ice Cream Truck

Rugged, auto-steel construction, ringing bell and 2 sliding doors. Dish out treats through 3 big sliding windows. Fully detailed interior. Non-mar plastic, whitewall tires, plastic bumper. 11¾ in. long

Shipping wt. 2 lbs. 11 oz.

49 N 5547 . . . . . $3.97

$1.97

Pick-up Truck

Strong steel promises miles and miles of trouble-free service. Truck body protected by real truck paint. Equipped with ball-type trailer hitch. Snap-open tailgate for easy loading. Sporty-looking chrome-plated wheel discs. 13 inches long.

49 N 5430 Wt. 3 lbs...$1.97

$2.99

Traveling Zoo Truck

Truck hauls 6 different jungle animals, each in its own separate cage. Hi-impact plastic cage bars slide up to let the animals out. Steel truck rolls on white-wall, non-mar plastic tires. 14 in. Chrome-color grille trim

Shipping wt. 2 lbs. 11 oz.

49 N 5543. . . . . $2.99

$3.97

Coke delivery Truck

What an exciting job . . . delivering soft drinks all around town. Steel truck carries a city-wide, thirst-quenching supply of "Coke". Two hand carts. Truck rolls gently on non-mar plastic tires; 13 in. long

Shipping wt. 4 lbs. 8 oz.

49 N 5553. . . . . $3.97

Mr. Mercury, walking mechanical man

$5.99 w. hand. Batt. extra

Press any 4 buttons on control box to see him walk, bend, grasp and lift ball by remote control. Picks up objects with plastic foam palms. 13 in. tall. 30 in. flexible cable. Metal and plastic. Order 2 "D" batteries.

49 N 5783 Wt. 3 lbs. $5.99

"D" Battery. Wt. each 4 oz.

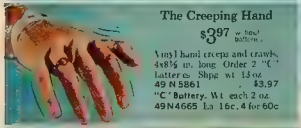
49N4660 Lu. 16c, 4 for 60c

Yetti, the shy abominable snowman

$2.98 w. hand. Batteries

It's been said he prowls the high Himalayas. As he walks along under remote control, he swings his arms around and bellows a scary sound. White plush body, plastic painted features. 10½ in. tall. Order 2 "D" batteries at left.

49N5692–Wt. 2 lbs. $2.98



The Creeping Hand

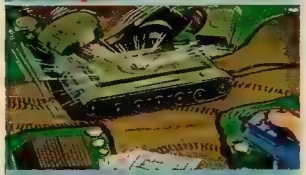
$3.97 w. hand. Batteries

Vinyl hand creeps and crawls, 4x8½ in. long. Order 2 "C" batteries. Ship. wt. 13 oz.

49 N 5861 . . . . . $3.97

"C" Battery. Wt. each 2 oz.

49N4665 Lu. 16c, 4 for 60c



Tank explodes

when it hits a hidden mine as you guide it by remote control over a 4x3-foot battlefield

$4.99 w. hand. Batts.

Tank lumbers forward, backward, left or right. See who can make it across the cloth battlefield safely. 5½-in. plastic tank "blows up" if it rolls over any one of 10 magnetic mines . . . each shows 3 crumpled Order 2 "D" batteries.

49 N 4211 Shpg. wt. 3 pounds . . . . . Set $4.99

49 N 4660 "D" Battery. Wt. ea. 4 oz. Each 16c, 4 for 60c

Mr. Mercury, walking mechanical man

$5.99 w. hand. Batteries extra

Press any 4 buttons on control box to see him walk, bend, grasp and lift . . . all by remote control. Picks up objects with plastic foam palms. 13 in. tall. 30 in. flexible cable. Metal and plastic. Order 2 "D" batteries.

49 N 5783 Wt. 3 lbs. $5.99

"D" Battery. Wt. each 4 oz.

49N4660 Lu. 16c, 4 for 60c

Yetti, the shy abominable snowman

$2.98 w. hand. Batteries extra

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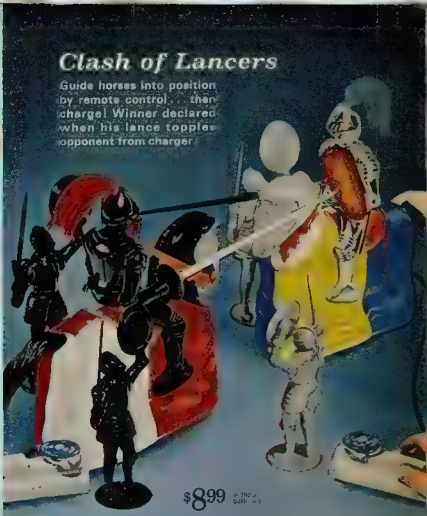
49N5692–Wt. 2 lbs. $2.98



Clash of Lancers

Guide horses into position by remote control . . . then charge! Winner declared when his lance topples opponent from charger

$8.99 w. hand. Batteries

Now it's up, the white knight, he's the favorite you know. Then the black knight approaches on his trusty steed. Armor protects the horses as they roll forth on battery-powered rubber wheels. Now the knights try to unseat each other. If they both touch shields at the same time then it's no contest. But if one manages to tech the other's shield... he sees his opponent fall. . . defeat. Plastic 9 in. high. Order 2 "D" batteries.

49 N 5652 Wt. 3 lbs. 5 oz. Set $8.99

DUFFY'S DAREDEVILS by Remco

$4.66

Send car zooming from jet launcher, up ramp and thru "flaming" hoop . . see it roll over and crash into barrels

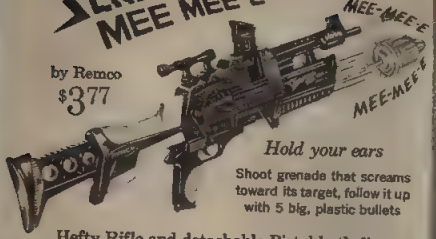
Thrilling excitement of men and machine testing their skills. Place car on jet launcher, crank it, send it "flying". "Bounce back" balancer helps put 8½-in. plastic car back on all 4 wheels. Watch it zoom down a straightaway. No batteries needed. Made in U.S.A.

49 N 5828C Shpg. wt. 3 lbs. $4.66

SCREAMING MEE MEE-E

by Remco

$3.77



Hold your ears

Shoot grenade that screams toward its target, follow it up with 5 big, plastic bullets

Hefty Rifle and detachable Pistol both fire the grenade with the sound of the century

Sight the enemy through telesight, squeeze trigger—then watch and hear as 8½-inch grenade screams on its way. Next cock and slide the bolt to power 5 magazine-loaded plastic bullets . . pow! pow! pow! pow! pow! Release gunlock—and down drops secret 9-inch pistol for close range fire. All plastic with spring-powered mechanisms. Rifle 28 inches long.

79 N 2679C—Shipping weight 4 pounds $3.77

Johnny Seven O.M.A. $5.99

One Man Army weapon. (1) launches *grenade,* (2) fires *anti-tank rocket,* (3) *armor-piercing shell,* (4) *anti-bunker missile;* (5) shoots 10 bullets as *rifle on bipod;* (6) chatters as *Tommy gun;* (7) fires caps as *pistol.*

Break through the enemy's front and wreak havoc. Knock out machine-gun nests, tanks, bunkers, a squad of troops, even snipers. Mop up with detachable pistol. Plastic, spring mechanisms. 3 feet long. By Topper

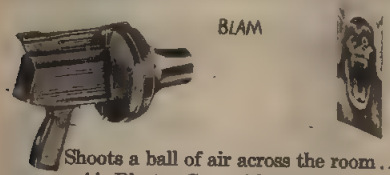
79 N 2684C—Shipping weight 6 pounds $5.99

Shell-ejecting Submachine Gun

$1.89

Pull back bolt lever which sets gun at ready-to-fire position. When enemy nears, squeeze trigger for realistic-sounding bursts. Muzzle recoils, 8 shells eject. Plastic, shoulder sling. 19 in. long.

49 N 2770—Shipping weight 1 pound 12 ounces .. $1.89



Shoots a ball of air across the room . . Air Blaster Gun with 4-target set

Wham-o's hurricane-action gun startles pals, distant objects

$4.66

When you bullseye the snarling gorilla target, he jumps, shakes and quivers . . vinyl strands re-form for more. Blast 4 little outer-space targets, or make your own. Harmless as a breeze. Hinged hand-lever on top builds air pressure . . then squeeze trigger. Sturdy black plastic, 10 inches long.

49 N 2666—Shipping weight 1 pound 7 ounces ..... Set $4.66

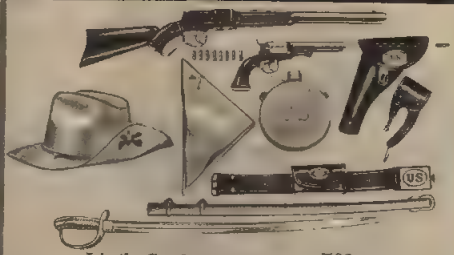
[illegible] junior army in the best equipped airborne outfit. Drop behind enemy lines with helmet, machete, mess kit and field pack. "Crack shot" snipers with rapid-firing toy burp gun and cap pistol that shoots harmless bullets. [illegible] bunker with practice hand grenades. Mission completed, head back to your [illegible]

PARATROOPER JUMP MASTER

22 pieces of equipment $4.99

Only Sears offers this field gear for airborne heroes. You "land" in a field wearing net helmet, belt with ammo case and holster. Canteen holds water, mess kit totes utensils, field pack stores gear. Plastic 19-inch burp gun and 7 inch pistol have metal mechanisms.

49 N 2705—Shipping weight 4 pounds $4.99



Join the Cavalry—and Charge! $5.99

"Forward Ho!" You're a horse soldier of the Old West. You pack a 24-inch cap-firing saddle carbine, a 9½-inch cap pistol that shoots 8 soft bullets, and a 26-inch saber with scabbard, hanger. All plastic. Cavalry hat, canteen, belt with pouch, holster. Yellow cotton kerchief.

79 N 2605C—Shipping weight 4 pounds $5.99

BLAST 'EM
with the Zero M SONIC BLASTER

by Mattel

Bursts of air travel up to 40 feet to knock down airport "buildings" $7.33

Pump the handle, aim and pull trigger . . watch toy buildings scatter as a harmless blast of air knocks down your target. High-impact plastic and metal gun, 35 inches long, features a working sight for precision aiming. Cardboard enemy airport features spectacular triple delayed-reaction "explosion" when hit by a blast of air.
79 N 2617C—Shipping weight 5 pounds. $7.33

Golden Agent Pistol Set $2.99

Cap-firing .38 made of die-cast gold-color metal. Mount barrel extension, silencer and scope for long-range "firing." Leather belt with holsters for .38 pistol, silencer and extension. Cap-firing, palm-size secret .45 pistol attached to key chain for quick draws.
49 N 2846—Shpg. wt. 2 lbs. 8 oz . . $2.99

It's a radio—
Now a rifle

Zero M Radio-Rifle $2.66

Looks like a portable radio, but when danger lurks: turn it "on," stock and barrel sprung out into a 19-in. plastic rifle that fires caps. Shpg. wt. 1 lb. 1 oz.
49 N 2629 . . . . . $2.66

It's a camera—
Now a pistol

Zero M Snap-Shot $1.66

Looks like an ordinary camera, but when you "see" danger press shutter. barrel and pistol grip pop out, fires caps. Plastic. Shpg. wt. 8 oz.
49 N 2627. . . . . $1.66

Zero M Night-Fighter $2.88

Bolt-action machine gun features an adjustable "infrared" scope, smoking barrel with "silencer/flash hider." Fires caps singly or in bursts. Plastic, 27 in. long.
79 N 2621C—Shipping weight 2 pounds. $2.88

The ISA 07-11 Gun, Holster Set $2.97

Pull plastic burp gun trigger for fast firing—hear rat-ta-tat machine gun sound. 19-inch burp gun. Cap-firing hand gun shoots caps and plastic bullets. Ride small pistol in shoulder holster with strap. With badge and wallet.
49 N 2691—Shpg. wt. 2 lbs. 12 oz. . . $2.97

Bull's eye flashes, bell rings as you shoot bullets of light

ELECTRONIC RIFLE RANGE NOW WITH PISTOL

Complete set $14.99 without batteries

Big 35-inch rifle and 7 inch pistol both trigger a beam of light with precision accuracy. 1¾-foot high target has spring-motorized wand with photo-electric bull's eye. 4 wild-animal heads snap on wand to vary the "game." Score cards. Plastic weapons and target. Order all 3 batteries below.
79 N 2708I M—Shipping wt. 10 lbs. Set $14.99

"D" Battery. Order 6 for target only.
79 N 4660—Shpg. wt. ea. 4 oz. . . . . Each 16c, 6 for 90c
79 N 2670M–9-v. Battery for rifle. Wt. 5 oz. Each $1.49
79 N 6417M–9-v. Battery for pistol. Wt. 4 oz. Each 35c

EATON'S PLAYFAIR

20-piece construction set

This EATON exclusive offers you all this . . . bulldozer, dump truck, cement mixer, repair truck plus six hand-painted workers, boulders, tree stumps and road sign. All for only

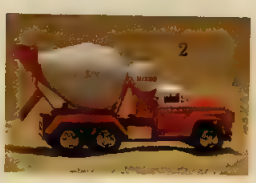
7.99

Dig, grade, load and haul, this set is strong enough to actually move dirt and gravel. Top quality, heavy-duty construction will stand up to rugged wear. Made from washable, shatter-proof, high-impact Plastic each piece is authentically detailed for added realism. Charged with action each vehicle has forward-reverse-stop controls and simulated engine noise. Includes four battery-operated vehicles—bulldozer, dump truck, cement mixer and repair truck. Each item operates on one "D"-cell battery (four batteries included) Cement mixer measures 7 by 4 by 3 inches and has a rotating mixer; dump truck with automatic dumping controls measures 8 by 3¼ by 3½ inches; bulldozer with continuously lifting blade and rubber treads measures 7 by 4⅞ by 2¾ inches; repair truck crane can be raised and lowered automatically, measures 7 by 3 by 3½ inches. Includes six hand-painted workers, detour sign driver for dozer, boulders and tree stumps. Everything a sandbox roadbuilder needs.

27-R 3237 . . . . . Complete 20-piece Set 7.99
27-R 3238. Cement Mixer only with battery 1.98
27-R 3239. Dump Truck only with battery 1.98
27-R 3240. Bulldozer only with battery. 1.98

Wind-up tractor 2.99

1 You're all set for a hard day's work on your farm. Brightly coloured lithography gives a realistic effect to the Metal body. Sparks shoot from exhaust as tractor moves along on its rubber treads. On-off lever controls action. Large key attached, plastic driver. About 10¼ ins. long by 4½ ins. high
27-R 3114. . . . . .



12-inch cement mixer 2.99

2 Just press the lever and hydraulic-type action slowly dumps the load of "cement". "Rev-up" the friction powered engine and the plastic drum revolves as the truck rolls along. Tandem dual rear wheels, rubber tires, plated grille and hub caps. Strong Steel construction with bright enamel finish.
27-R 3236. . . . . 2.99

Steam shovel truck 2.99

3 Lifts big loads of sand. Wheel controls raising and lowering of boom and shovel. Bucket dumps automatically when it reaches high point of travel. Cab revolves in a full circle. All-Metal construction with gleaming enamel finish. Friction operated. About 14 ins. long with shovel in travelling position
27-R 3100. . . . . 2.99

5 When there's trouble on the roads you're called out with this husky "Highway Emergency" Truck. Realistically designed to look and sound like a real "wrecker". Sturdy Plastic truck measures 24 by 9 by 10½ inches high. Modern truck has tilt cab, working winch, flashing red warning light on cab and headlights that really work. Also includes tools and tool storage case. Outfit comes complete with its own convertible "wreck" measuring 13¾ by 5¾ by 3¾ inches high. Convertible has detailed interior design, spare tire and replacement hood and trunk lids to repair the damage. There's hours of fun for any boy who takes charge of this geared-for-action toy. Operates on two power batteries (included).
027-R 3623..... 9.98

New at Eaton's!
Highway emergency

Flashing red light signals your approach to the accident scene. You hoist the wreck . then tow it away for repairs

Only **9.98**

6 New and realistic for young engineers. Push-button control to raise and lower shovel, go forward or reverse. Cab pivots in a full circle. Caterpillar treads, flashing red light. Steel construction. Two "D"-size batteries included.
27 R 3217... 4.98

Power Shovel
Only
4.98

7 It's Big Bruiser to the rescue. Has flashing red light, imitation siren, adjustable steering, power winch to hoist "wreck". Fender and tire replacements, bumper jack that works and extra tools. Made of durable Plastic. Colourful decal transfers. Bruiser 22¾ by 8¾ by 8 ins high, "wreck" 15 by 5 by 6 ins high.
027-R 3516. With four "D"-size batteries 13.95

Big Bruiser service truck
Only
13.95

Steel Construction Sets

$9.99 each

Both sets really grade, dig, load and haul

Save $2.46 on 5-piece Army Engineer's Set

Rugged floor toys in heavy gauge steel . realistic moving parts . detailed interiors. Set includes (1) 12-inch Sand Hopper (2) 12-inch Dump Truck (3) 12-inch Road Grader (4) 11-inch Jeep (5) 11-inch Bulldozer

79 N 5597C—5-piece Set. Shpg. wt. 15 lbs. *Separately $12.45.* Set **$9.99**

(1) **49 N 5512** Sand Hopper. Shipping weight 2 pounds **1.99**
(2) **49 N 5479**—Dump Truck. Shipping weight 3 lbs. 12 ounces . **1.99**
(3) **49 N 5477** Road Grader. Shipping weight 3 lbs. **3.99**
(4) **49 N 5558** Army Cub. Shipping weight 2 pounds **1.89**
(5) **49 N 5471**—Bulldozer. Shipping weight 2 pounds **2.59**

Save $3.89 on 4-piece Road Building Set

Action-packed toys of heavy-gauge steel . (6) 18-inch Power Shovel. Automatic scooping bucket release. (7) 15-inch Hydraulic Dump Truck. Lever operated action. (8) 17-inch Road Grader. Adjust blade, direct steering. (9) 15-inch Hi-Lift Loader. Digs, loads, dumps.

79 N 5421C—4-pc. Set. Wt. 15 lbs. *Separately $14.86* Set **$9.99**

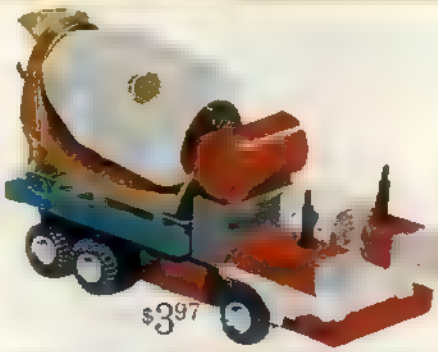
(6) **49 N 5646**—Power Shovel. Shipping weight 5 lbs. 3 oz. . . . **4.97**
(7) **49 N 5661** Dump Truck. Shipping weight 3 lbs. 3 oz . . . **2.97**
(8) **49 N 5614**—Road Grader. Shipping weight 3 lbs. 8 oz . . . **2.97**
(9) **49 N 5484** Hi-Lift Loader. Shipping wt. 3 lbs. 12 oz. . . . **2.97**

$3.97

Turnpike Dump Truck . . hydraulic action, friction motor

Fill it up, turn it on and it goes away with heavy load in tow. Press lever and hydraulic cylinder raises body for dumping. Modern cab with wrap-around windshield, rubber-tired wheels give it a big truck look. From Japan. 15" long. Plastic, metal.

49 N 4284—Shpg. wt. 3 lbs. 8 oz. . . **$3.97**



$3.97

Turnpike Cement Mixer revolving drum, friction motor

A press of the lever starts hydraulic type action that slowly dumps load of cement." Smart cab with wrap-around windshield sits between 2 diesel exhausts. Sturdy steel body, plastic trim. Rubber tires. From Japan. 14 inches long.

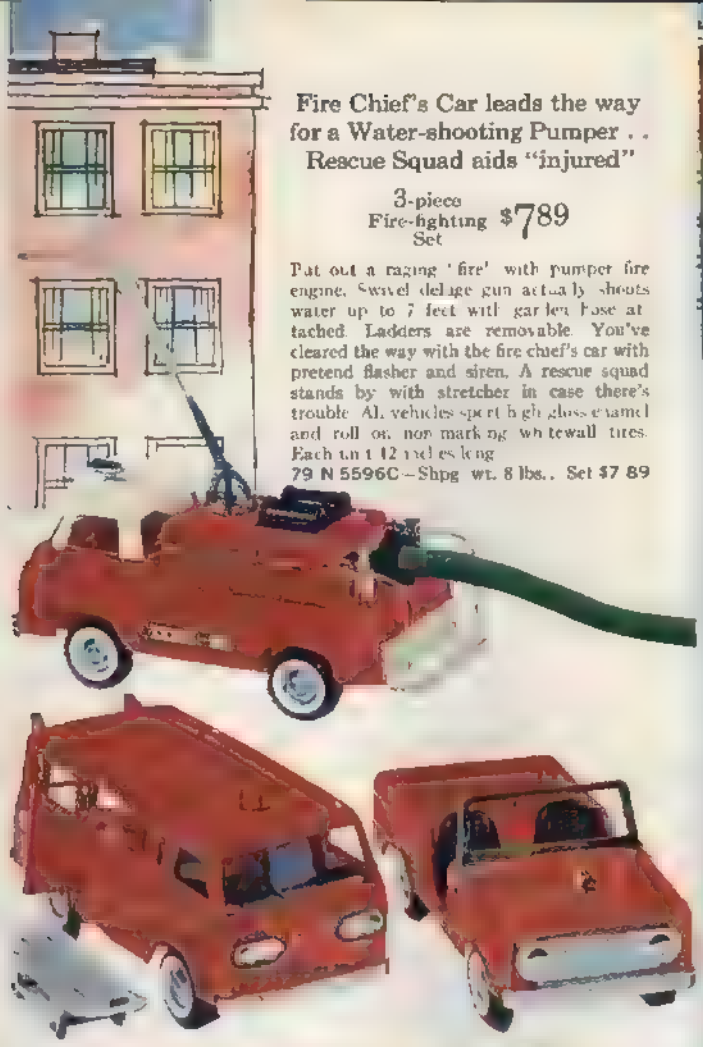
49 N 4233—Shpg. wt. 4 lbs. **$3.97**

$3.99

Motor-sound Cement Mixer . drum revolves and tilts

A cement mixer that really "mixes." Dump sandy ingredients in revolving drum, tilt it and mixture comes out and down chute. Roll across floor for a roaring real motor sound . . just like the big mixers. Plastic heavy-gauge steel. 14 inches long.

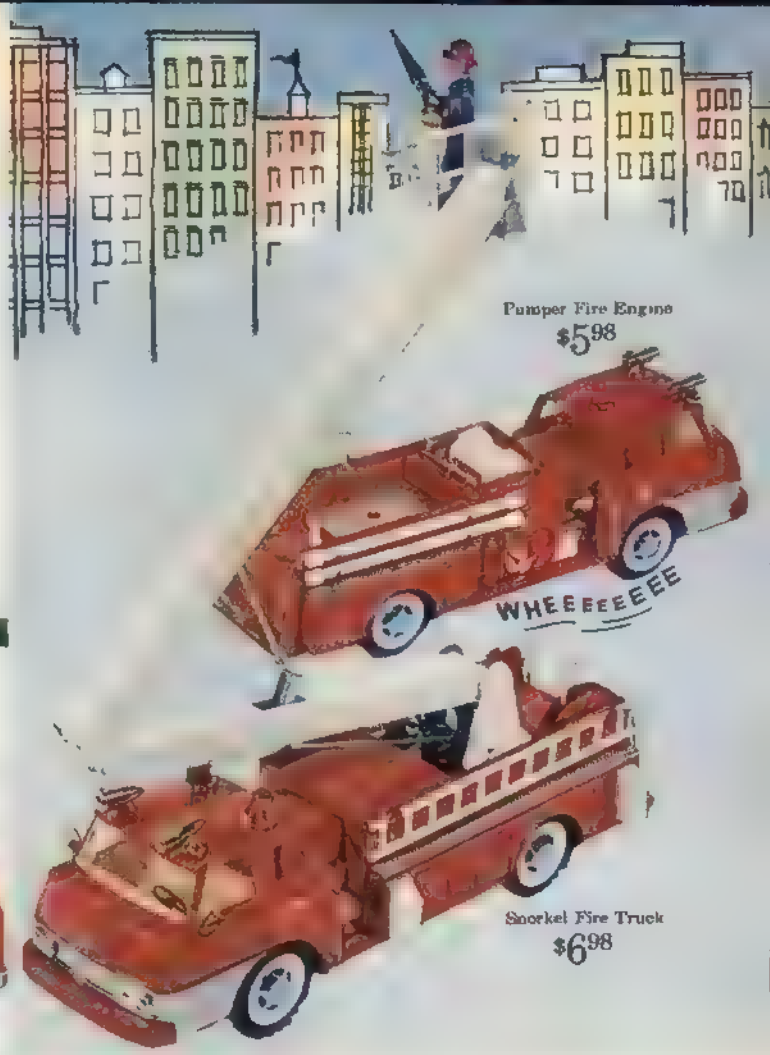
49 N 5532—Shpg. wt. 4 lbs. 4 oz. **$3.99**



Fire Chief's Car leads the way for a Water-shooting Pumper . . Rescue Squad aids "injured"

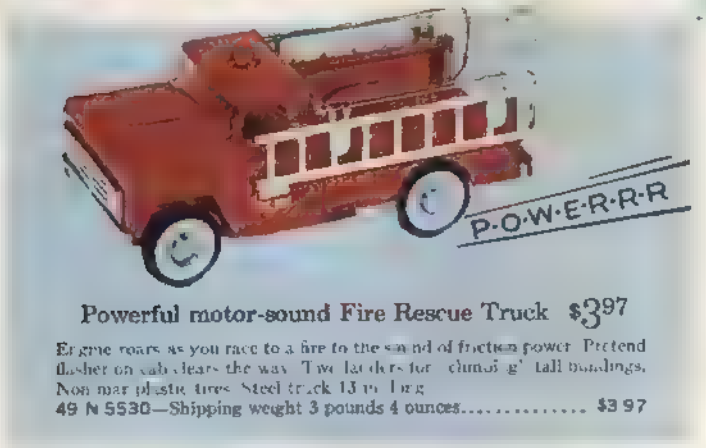
3-piece Fire-fighting Set $7.89

Put out a raging 'fire' with pumper fire engine. Swivel deluge gun actually shoots water up to 7 feet with garden hose attached. Ladders are removable. You've cleared the way with the fire chief's car with pretend flasher and siren. A rescue squad stands by with stretcher in case there's trouble. All vehicles sport high gloss enamel and roll on non marking whitewall tires. Each unit 12 inches long.
79 N 5596C—Shpg wt. 8 lbs.. Set $7.89



Pumper Fire Engine $5.98

Snorkel Fire Truck $6.98



Powerful motor-sound Fire Rescue Truck $3.97

Engine roars as you race to a fire to the sound of friction power. Pretend flasher on cab clears the way. Two ladders for climbing tall buildings. Non mar plastic tires. Steel truck 13 in. long.
49 N 5530—Shipping weight 3 pounds 4 ounces..... $3.97

Wailing siren clears the way . . snorkel basket with fireman turns 180°

Save $1.08 on Pumper and Snorkel Set $11.88

Pumper. You're ready to answer the alarm to fires large or small. Move this fire engine by friction power and turn crank to hear siren wail. Made of metal and strong plastic. Rubber-tired wheels. 16 inches long.
49 N 4258. Shipping weight 4 pounds. $5.98

Snorkel Fire Truck. When you press lever, boom reaches up to put out those high fires. Basket with fireman can turn 90 degrees left or right. Moves right along under friction power. Metal and plastic. 19 inches long.
49 N 4254. Shipping weight 4 pounds. $6.98

Pumper and Snorkel Fire Truck Set. Save. *Separate prices total $12.96*
49 N 5678. Shipping weight 8 pounds. .....Set $11.88

Pumper and Fire Truck From Japan

$3.97

Suburban School Bus

Detailed interior and roof signs with "flashers." Hinged endgate. Swing-out stop sign. Smart white wall, non mar plastic tires. Bright grille and bumpers. Metal and plastic. 15 inches long.
49 N 5551—Shipping wt. 2 lbs. 8 oz.... $3.97

$3.97

U.S. Mail Delivery Truck

Sliding side doors open, back doors swing out to unload the "mail." There's a dashboard, driver's seat and steering wheel inside. Whitewall plastic tires, chrome-plated hubs. Steel 11¾ in. long.
49 N 5545—Shpg. wt. 2 lbs. 11 oz..... .$3.97

$4.97

Hydraulic Sanitation Truck

Friction-powered "motor" sound. When hand-operated bucket reaches top, gate opens. Bucket dumps load into truck. Hydraulic cylinder raises and drops load out lower gate. Steel. 18 in. long.
49 N 5560. Shpg. wt. 5 lbs. 4 oz.. ... $4.97

Beatle Dolls. These swingers are 4½-inch caricatures, made of lifelike vinyl plastic. Rooted hair, in that famous Beatle cut
49 N 8445—Ringo Starr
49 N 8446—Paul McCartney
49 N 8447—John Lennon
49 N 8448—George Harrison
Shipping weight each 8 ounces.....Each $1.66

Musical Dog and Musical Bear. Wind us up at naptime, and we'll play you a pretty song. Our coats are made of soft, huggable rayon plush, and we're both trimmed with a rayon satin ribbon bow and cotton felt ears. Sparkly plastic eyes; cotton fill. 9 in. tall
49 N 8483—Dog 49 N 8484—Bear
Shipping weight each 12 oz.....Each $1.66

Fashion Doll Boudoir Set. An elegant setting for Barbie, Tammy, Tressy and other dolls up to 12 inches tall. Includes comfy upholstered bed with floral printed vinyl spread and solid color pillow. Gracefully skirted dressing table for primping. And matching hassock that doubles as a dressing table stool.
49 N 8449—Shipping weight 1 pound $1.66

Barbie and Midge Travel Case. Just the thing for the well-outfitted doll who travels a bit. Very roomy inside . . gleaming black vinyl outside, with handle and zipper top. Measures 6x10x7¼ inches high.
Shpg. wt. 1 lb. 6 oz.
49 N 8451.....$1.66

TOY TREASURES

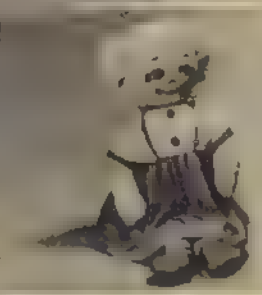
Priced Low

$1.66 EACH

Goofy Klock Kit. Put it together, tap switch—clock will ding, klank, wheeze. Do all but keep time. Plastic, 12 in. high. Order 2 "D" batteries.
Shpg. wt. 1 lb. 7 oz.
49 N 8488.....$1.66

"D" Battery.
49 N 4660–Wt. ea. 4 oz.
Each 16c....4 for 60c

Jet-Copter. Pull the cord and see it soar to 100 ft. Can also fly horizontally, in circles, skim along the ground—then land perfectly 18-in. blade span. Plastic; no battery needed
49 N 8487—Shpg. wt. 1 lb. 4 oz.....$1.66



Janie Rag Doll. Shy Janie is all dressed up in red-and-white checked cotton with a white blouse. She's a soft, lovable crib companion for babies and tots. Yarn hairdo. Painted face. 15 inches tall
Shipping wt. 15 oz.
49 N 8485.....$1.66

Wind-up Tractor. Zooms over all obstacles in its way, shooting off harmless sparks. Very efficient tractor has steel body, rubber treads. Clock-spring motor with large key 8¾ inches long
Shpg. wt. 1 lb. 4 oz.
49 N 8454....$1.66

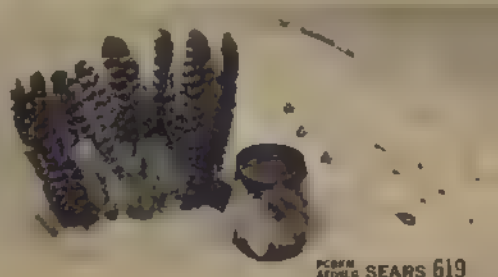
Flintstone Circus. Fred, Wilma and the whole gang as daredevil acrobats. Ten characters and nine accessory pieces, specially designed to snap together into limitless combinations. High-impact plastic.
Shipping wt. 14 oz.
49 N 8486.....$1.66

Slinky Toys. Pooch waggles, elephant wobbles. Styrene and spring steel. About a foot long.
49 N 8456—Dog. Shpg. wt. 14 oz.....$1.66
49 N 8491—Elephant. Shpg. wt. 1 lb... 1.66

Amsco's Magic Gas Pump with tiger tail. Fill'er up. Attach suction cup nozzle to car or truck; turn handle, and it looks just like gas is pumping. Refills automatically. Durable plastic, 6¾ in. high.
Shpg. wt. 12 oz.
49 N 8458....$1.66

Carpenter's Tool Box. Everything for the little do-it-yourselfer . . includes 13 carpentry items "just like Dad's," in high-impact plastic. Comes in handy storage box of sturdy corrugated fiberboard box, polyethylene handle.
Wt. 1 lb. 10 oz.
49 N 8492–Set $1.66

Little Big Indian Chief. Heap snazzy outfit includes elasticized headdress ablaze with feathers; decorated tom-tom; 30-in. hickory bow, lacquered and gripped. Three crested arrows, safety-tipped with rubber cups.
Shpg. wt. 2 lbs.
79N8493C–Set $1.66



JOHNNY EXPRESS

Tractor-Trailer Combination $9.96 without batteries

Build a fleet of trucks—all you need is this basic tractor-trailer combination. Trailer detaches; other units shown on this page hook up securely. Guide the tractor, control the speed, even hook up the units with the remote control unit and cord you hold in your hand. Johnny Express has a strong steel support, rugged plastic body. 33x11x8 inches. Order 2 "D" batteries.
79 N 5835L—Shipping weight 7 pounds $9.96
79 N 4660—"D" Battery. Shipping wt. each 4 oz.... Each 16c; 4 for 60c

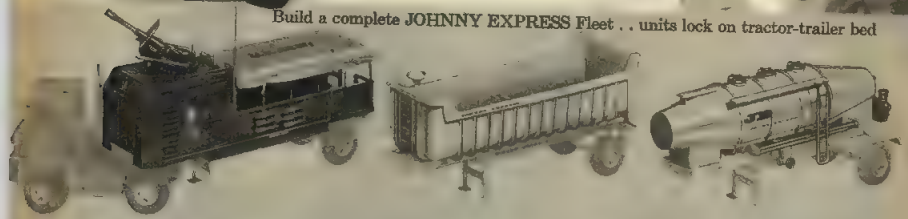
Fork Lift $1.79

Actually lifts cargo (at right) on pallets to loading height by turning hand wheel. Plastic and metal. 9x3x7 in. high.
49 N 5705—Wt. 2 lbs...$1.79

18-pc. Cargo Set $1.79

Three oil drums, 11 crates with wood effect texture (in 3 sizes), 4 pallets that can be lifted by fork lift (at left). Plastic.
49 N 5704—Wt. 2 lbs...$1.79

Build a complete JOHNNY EXPRESS Fleet . . units lock on tractor-trailer bed



Troop Carrier $4.89

Forward armored section contains gun turret which turns 360 degrees, fires play shells and missiles. Has armed missile racks on side. Canvas canopy covers troop area. Plastic and metal. 24 inches long.
79 N 5862C—Shpg. wt. 5 lbs...$4.89

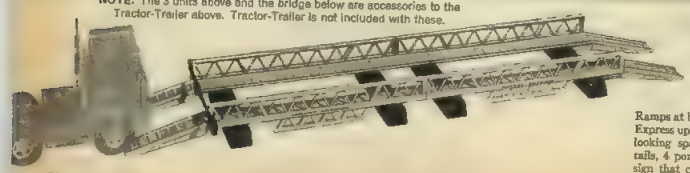
Dump Body $3.87

It not only looks real, it works! Unit can be tilted 30 degrees, opening rear door and releasing load. Capacity is 750 cubic inches. Smooth interior. Plastic with metal hinges. 24x8x11 inches high.
79 N 5836C—Wt. 5 lbs.....$3.87

Liquid Tanker actually holds water $4.59

Like the troop carrier and dump body at left, this sturdily-built unit can be securely locked onto the basic Johnny Express tractor-trailer (above) to create a completely new motorized toy. It's constructed to look real, right down to the detailed auxiliary engine in the rear. Liquid can be poured into tanker through opening in the top, then can be released by a valve underneath. Plastic with aluminum tube. 26 inches long, 11 inches high.
79 N 5843L—Shipping weight 6 pounds $4.59

NOTE: The 3 units above and the bridge below are accessories to the Tractor-Trailer above. Tractor-Trailer is not included with these.



Pontoon Bridge . . over 5 feet long

$4.49

Ramps at both ends make it easy to guide Johnny Express up and across, down and off this realistic-looking span. Comes with 4 detachable guard rails, 4 pontoons, and a crossing gate with stop sign that can be raised and lowered. Plastic. 12 inches wide, 4 inches high. Unassembled.
79 N 5703C Shipping weight 6 lbs. . $4.49

Just say "Charge It" when you phone your order

Mobile Tonka Crane . . boom and bucket work $8.99

Husky crane of heavy gauge steel. Two wheel cranks. One to work boom, one to work the bucket that opens and closes automatically. 25x20 in. high. Yellow, black.
49 N 5555C—Shipping weight 12 lbs...$8.99

V-RROOM! Motors roar as Mattel's big rigs tackle tough jobs

$7.99 each without batteries

1 **Skiploader.** Work 28-inch control handle to scoop up, carry, dump loads. Yellow plastic and metal. 21-inch chassis. Order 2 "D" batteries below for V-RROOM! motor sound.
79 N 5810C—Wt. 7 lbs. $7.99

2 **Dump Truck.** 19-inch truck vibrates with power as it goes forward, backward, in circle. Dump bed raises, unloads. Sturdy yellow plastic. Order 4 "D" batteries below.
79 N 5806C—Wt. 7 lbs. $7.99

3 **Cement Mixer.** Runs forward, backward, in circle. Barrel revolves. Mix sand, gravel . . dump it. Cleans easily. 3 switches. Yellow plastic. 21 in. Order 4 "D" batteries.
79N5809C—Wt. 6 lbs. $7.99

79 N 4560—"D" Battery. Shipping weight each 4 ounces. . . . . Each 16c; 4 for 60c

Big Road Scraper $4.97 without batteries

Motorized . . ready to build roads, airfields, rocket sites. The big underslung scoop cuts wide path, hauls big load. Runs forward and backward . . you control. Metal and red plastic. 18 in. long. Order 2 "D" batteries below.
49 N 4263—Wt. 3 lbs. . . . $4.97

"D" Battery. Wt. each 4 oz.
49 N 4660 Each 16c; 4 for 60c

Motorized . . controls to power steer, move, dump, operate air brake and blow horn

Big Job Dump Truck $9.99

by Marx without batteries

Full powered big brute, 29x11x11 inches high, lifts and dumps 15-pound loads. Runs forward, backward, even turns. Wiper blades operate by hand. Steel chassis supports rugged yellow plastic body. Rolls smoothly on 10 heavy-duty tires. Order 4 "D" batteries (79 N 4660) listed above.
79 N 5812L—Shipping weight 10 pounds.....$9.99

Giant 4-foot working boom swings clam bucket, sky hook, drag line or wrecking ball

Super Crane $9.99

by Marx without batteries

Big boom brings big action . . in loading, lifting, dumping loads for big construction and road building jobs . . for "wrecking buildings." Use button, lever, clutch, gear shift . hand crank for boom. 2-ft. red and yellow steel truck rolls on 6 tires. Order 3 "D" batteries above.
79 N 5811C—Shipping weight 11 pounds.....$9.99

"Cats" roar over any obstacle!

Tiger Cat 3.97

Fat Cat 8.88

(1)-(2) NOTHING STOPS REMCO'S CATS! Climb-Action-Traction, claws over any obstacle! Engines purr! Batteries not incl. see facing page

(1) FAT CAT with power winch! Two forward, reverse speeds plus removable canopy. Uses 4 "D" batteries. Plastic and metal. Mailable.
W36 J 5454. 34x10-in. wide. (8 lbs.) 8.88

(2) TIGER CAT. Hear, see engine run! Two forward speeds. Uses 2 "D" batt. Plastic/metal.
R36 J 5455. Mailable. 14-in. long. (5 lbs.).....3.97

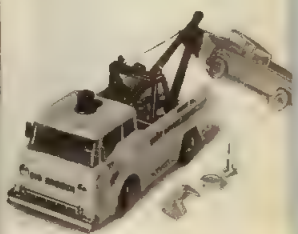
V-R-R-O-O-O-M motors rev, roar, and purr!

(3) MATTEL'S WRECKER TRUCK roars, siren wails. Push winch down for spring drive motor. 15 inches long Durable plastic Mailable.
R36 J 5466 Sh. wt. 5 lbs. 4.99

(4) MATTEL'S CEMENT MIXER. Barrel works. It roars! Uses 4 "D" batt. (not incl.—see facing pg). (7 lb)
R36 J 5471. Plastic. 15-in. Mail 7.88

(5) MATTEL'S DUMP TRUCK. Move it forward, backward, even circle. 20-in. long Uses 4 "D" batt. (not incl.—see facing page) Mailable.
R36 J 5467. Plastic. (7 lbs.) . .7.88

(6) MATTEL'S SKIPLOADER 28x22-in high, incl handle. Uses 2 "D" batt (not incl —see facing page)
R36 J 5468. Plastic. Mail. (8 lb.) .7.88



MARX BIG BRUISER tows damaged truck from the accident scene while the siren wails and red light flashes! Drive forward, backward raise, lower motor-driven winch capable of lifting 15-pound load Steering and windshield wipers actually work. Has safety guard tail gate, towing crash plate. 28x9x10-in. high.
Incl. "wrecked" 15 in. truck with replacement parts, tools, jack. All high-impact plastic Uses 4 "D" batteries (not incl. see facing page). Mailable.
R36 J 5562. Shipping wt. 9 lbs.....10.97

Big Boss auto transport

Load the new cars on Marx' "Big Boss" and take them to sales rooms! Unload them with electric conveyor belt. Also has mechanical auxiliary loading system and drop skid wheels. You control "Ze-Zoom" motor noise. Hi-Impact truck is 42x9x14-in. high when loaded.
Includes four 6x14-in. vehicles—hard top to convertible, truck with motor noise, car with press horn and damaged car with repair parts. Uses 4 "D" batt (not incl.—see facing page).
W36 J 5866. Mail. (15 lbs.) Set 13.88

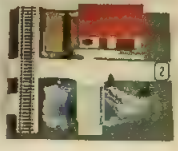
Spiegel prices, quality, and service will make this the best Christmas ever.

See page 269 for Budget Power—buy all your needs at Spiegel

TRAIN-O-RAMA

all landscaped...all wired

...and all ready to roll



Complete Set **39.88** or $5 monthly

Extra Panel **5.33** each in pairs

[1] PANELED TRAIN SET . . . Gilbert's new exciting idea in electric trains! Just fit together the six molded plastic panels with attached pre-wired track add scenery and train amazing Train-O-Rama is ready to go!
Sturdy panels are fully landscaped with 3-dimensional mountains, roads, ravines and fields . . . assemble in minutes to form a 51x34-in. railroad and countryside. Four curved "S"-gauge track sections plus two remote control switch sections send the durable plastic steam locomotive with tender, and three authentic freight cars whizzing to their destination. Engineer starts, stops, or reverses locomotive, uncouples cars automatically.
Outfit even includes plastic trees, a barn, street signs, billboards, railroad crossing signs and a tunnel! 25 watt transformer. UL appr. Mailable. (20 lbs.)
R36 J 5250M. $5 monthly.. . . . . Complete Set 39.88

[2] EXTRA ADD-ON STRAIGHT-TRACK PANELS make outfit even bigger, add to the fun! Each 17-in. sq. molded plastic panel features pre-wired track, realistic 3-D landscape and even a lake! Also includes plastic ranch house, tree, bridge, picket fence, street lamps, signs, telegraph pole. Mailable (5 lbs. ea.)
R36 J 5251M . **Each Panel 5.47** . . . .2 Panels 10.66

Budget Power can give your loved ones a Christmas to remember

74-piece set $3.99

Union Station by Remco

Make people "walk"... trains, cars and buses roll by "magnetic power". All the hustle, and bustle of a busy terminal . . 24x24 inches square

All aboard! Or [illegible] Station. Soon you're the engineer of a streamlined train . . or the bus driver who gets his passengers there just before the train pulls out . . or the man behind the wheel of a merry-go-round. Just wave [illegible] your magnetic wand *under* the station and a whole city of action opens up for you. Complete with 11 magnetic motion items: street cars, [illegible] train, bus, station, tiny sweet shop and more. Sets up quickly . . just snap buildings onto base.

79 N 6080C—Shipping weight 6 pounds $3.99

Invasion of the monstrous insects

Hamilton's Invaders
by Remco

17-piece set $9.97 12-piece set $5.87

[illegible] claws ready to snap! [illegible] Horrible Hamilton 9 in. Hamilton Spacer and 3 more monsters crawl from their cave to grasp on the very [illegible]. Whirling above special helicopter [illegible] crash bombs [illegible] your mighty tank roll on [illegible]. Horrible Spacer copter, tank sprays [illegible] just [illegible] blast [illegible] through plastic [illegible] your men and Horrible monsters again...

49 N 5815C 17-pc. set. Shipping weight 3 lbs. $9.97

12-pc. Set With Horrible 6 pc. copter and 4 monsters.
49 N 5814 Shipping weight 2 pounds. $5.87

Just say "Charge It when you phone your order

Torpedo-firing sub cruises just below surface . . real grappling arm on sea crawler scoops up "treasure."

VOYAGE TO THE BOTTOM OF THE SEA

12-piece set $4.99

Admiral Nelson welcomes you aboard [illegible] for [illegible] Radio voyages you've ever taken! [illegible] beach, you'll see [illegible] scuba [illegible] [illegible] diving tower [illegible] shows. Order down exploring [illegible] too! Then you can alert the [illegible] Sea Crawler to find the octopus and monster. Assisted by 2 divers, 2 torpedos you're set for adventure. Plastic

49 N 6082 Shipping weight 3 lbs. 8 oz. $4.99

Park customers' cars in this 3-level Service Station. Elevator carries them up, ramp brings them down

Give cars complete service with 3 gas pumps, grease rack, air hose, jack

$7.99

You can direct five attendants as late-model plastic cars roll into your own 24-hour super service center. Motorized elevator with operating shaft has access to all three floors. Preformed ramp descends from top to bottom. Grease rack, gas pumps, jack for tire change, play air hose, tire and battery changer, oil can, rack, water can, battery charger. 43 pieces in all. Above accessories made of durable plastic for years of fun.

Steel garage measures about 31x20x19 inches high. Unassembled. Shipping weight 10 pounds.

79 N 6049L $7.99

Just call Sears . . . "Charge It" if you wish

Boss your own Service Station

30-piece set with flying wing car ports
5 free-rolling cars to wash, "fill" with gas

$4.97

Drive-in ports for 2 gas pumps for service. Mount the grease car wash rack for cleaning, grease rack for under car. Steel base sits on metal base about 26x14 inches. Arrange battery charger, play air hose, tire rack, air hose to lend authentic touch. Service station jack, bucket, grease gun, water can. Accessories [illegible].

79 N 6044C ..... Shipping weight 6 pounds $4.97

"Public Address System" makes 10 announcements for busy station manager

Talking Service Station with 15-man crew

Complete with motorized elevator, 4-way stop light, wrecker, take-apart car **$9.98** with batteries

A 56-piece set with battery-operated elevator serves upper level. Friction powered metal wrecker, 2 friction powered metal cars, 7 free-rolling plastic cars, 1 with water holding gas tank, 1 that disappears, 3 gas pumps, 1 with water system to fill tank. Hand-operated traffic light, wash rack, grease rack, gas. Place to fill. Big metal garage over metal base 25x16 inches. Unassembled. *Order 1 "D" battery below.*

79 N 5941L – Shipping weight 10 pounds $9.98

Push buttons on control panel . . dual corridors *telescope* out while lights blink, antennas spin on roof

No other JET TERMINAL like it anywhere but at Sears **$8.98** without batteries

Four sleek jets wait on [illegible] move 2 up to terminal building. Corridors roll on wheels with automatic [illegible]. Push-button control in buttons on tower. 13x14x8-inch high steel [illegible]. Plastic tracks, cars and buses roll freely around the 18x32-inch airfield sheet. Planes take off and fly by hand. 16 pieces in all. From Japan. *Order 2 "D" batteries below.*

49 N 4260C Shipping weight 4 pounds $8.98

49 N 4660 – "D" Battery. Shpg. wt. each 4 oz. Each 16c, 4 for 60c

Toonykins
by Ideal

Your choice $3.99

Just wind 'em up . . they swing arms and roll along to a merry melody

See these rollicking little characters from TV bob up and down as they travel along . . while the music box plays a happy tune. Strong colorful plastic.

Mickey Mouse
Front crank of flashy red roadster is wind-up. Overall size, 8 in. long, 10 in. high. Shpg. wt. 1 lb. 4 oz.
49 N 5252 ..... $3.99

Magilla Gorilla
Magilla rides in big box on hard truck. Wind-up at back. 10 in. high, 8 in. long. Shpg. wt. 1 lb. 5 oz.
49 N 5254 .... $3.99

$1.98 without batteries

Mystery Locomotive goes forward, sideways, backward . . you never know its next move

Watch smoke puff out of smokestack . . see headlight glow . . hear whistle blow. Every time it bumps into something, it changes direction. 10 in. long. Steel. From Japan. Order 2 "D" batteries below.
49 N 4239—Shipping weight 1 lb. $1.98
49 N 4660—"D" Battery. Shpg. wt. 4 oz. Each 16c

Walking Hobo just shuffles along

$3.99 without batteries

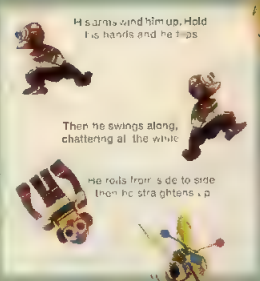
Thick fur sweater and hobo actually walks along slowly looking for a free meal. Rigid plastic boots inflatable vinyl figure 22 in. high overall, inflated. Order 2 "C" batteries below. From Japan.
49N5238–Wt. 1 lb. 4 oz. $3.99
"C" Battery. Wt. ea. 2 oz
49N4665—Ea. 16c; 4 for 60c

Lots of action and sound

Wacky Wind-Ups

Wind the Wacky-Key and these busy animals walk, wiggle, make noises. Plastic, metal mechanisms.

Your choice $4.98


His arms wind him up. Hold his hands and he tips
Then he swings along, chattering all the while
He rolls from side to side then he straightens up

Wacky MONKEY
He's talented in many ways. See, at left, all that this funny fellow does. 12 in. high.
49 N 5857 Shpg. wt. 2 lbs. 5 oz.... $4.98

Wacky GIRAFFE
Starts to walk, shakes his head, wiggles tail, stops . . pulls in neck, head pops up, makes noises
Bright cartoon and tail keeps this fellow busy. Look at his head. 17 in. high.
49 N 5855 Shpg. wt. 2 lbs. 1 oz. $4.98

Wacky WORM
Pushes front end forward . . head, eyes, tail, antenna wiggle . . back humps, pulls forward and he goes
Big friendly worm makes friendly movements as well as sounds. He's 15 in. long
49 N 5852 Shpg. wt. 1 lb. 11 oz. $4.98

Wacky TURTLE
Pokes head out . . legs and tail too then slowly walks away . . and makes funny creaking sounds
He's so shy . . but when he comes out of his shell he's surprise-gay-spry. 11 in. long.
49 N 5853—Shpg. wt. 2 lbs. 3 oz. $4.98

Wacky DOG
Yelps, walks with ears and tail down . . stops . . points forward . . ears snap up, eyes pop out, mouth opens
Frisky dog goes through many antics to entertain his audience. 14 in. long
49 N 5854 Shpg. wt. 1 lb. 11 oz. $4.98

Wacky Toys made in British Crown Colony of Hong Kong by Cragstan.

ALL-NEW

Wacky TOYS

Exclusive with Sears

Wacky Fruit Train wobbles, wiggles

Natural color and size orange, pear, lemon, apple, banana make up this gay train. It waggles, clicks, the leaves revolve, antennas jiggle and the bell tinkles as it's pulled along. About 20 inches long, 5½ inches high.
49 N 5353 . Wt. 1 lb. 15 oz. $3.89

All Wacky Toys require batteries with squeaker on pull cord. From British Hong Kong.

Wacky Cheese. Three bright mice . . see them twirl as they pop up and down in yellow cheese. Squeak and click sound. 8½x5½ in. high. Shipping weight 1 lb. 10 oz.
49 N 5355. . . . . $3.49

Wacky Apple. Two gaudy sassy worms revolve and bob up and down in the big apple with big bulging eyes. Click-clack sound. 9 in. high. Shipping weight 1 lb. 11 oz.
49 N 5354. . . . . $3.49

Wacky Melon. Eyes and melon-slice wings slowly move out and in, antennas bobble when pulled. Gives clickety clack sound. 10 in. long. Shipping wt. 1 lb. 8 oz.
49 N 5356 . . $3.49

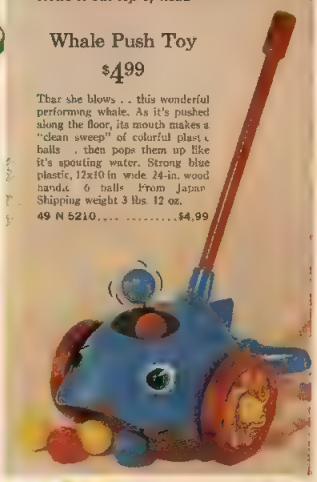
Save this catalog . . You can order toys on pages 441 to 673 until Sept. 1, 1966

Scoops up "food" . . blows it out top of head

Whale Push Toy

$4.99

That she blows . . this wonderful performing whale. As it's pushed along the floor, its mouth makes a "clean sweep" of colorful plastic balls . . then pops them up like it's spouting water. Strong bike plastic, 12x10 in. wide. 24-in. wood handle. 6 balls. From Japan. Shipping weight 3 lbs. 12 oz.
49 N 5210. . . . . $4.99



FASCINATING COLOR TOPS

See tiny train run in Choo-Choo Top

Happy little train seems to speed around track inside plastic dome as top spins. Easy-working lever spins top, makes choral tone. Travel scene in color on base. 9 in. high, 8-in. diam. From West Germany.
Shipping weight 1 lb. 4 oz.
49 N 4725 . . . . . $1.72

Clown spins, collar whirls out to 11 inches

Colorful clown lets you maneuver him while spinning upright sideways, upside down. Yellow-vinyl collar returns to normal when he stops. Plunger spins top. Metal and plastic. 11 in. high, 5¾ in. diameter.
Shipping weight 1 lb. 6 oz.
49 N 4728 . . . . . $1.49

Rainbow color Musical Top

Brightly colored foil pieces in clear plastic bell make colors change, blend as top spins. Plunger spins top. Makes musical hum. 10½ in. high, 8-in. diam.
Shpg. wt. 1 lb. 8 oz.
49 N 4796. . . . $1.24

Mattel's "See n' Say" Toys talk to you

The Farmer Says

Point the farmer to any of the 12 animals, pull Chatty Ring. He spins, talks . . tells you name of the animal, the sound it makes. Bright hi-impact plastic. About 13x11 in. wide. Wt. 1 lb. 14 oz.
49 N 4508. . . . . $4.74

The Bee Says

Point the bee to any alphabet letter, pull ring. Bee spins, voice identifies letter, picture. Colorful hi-impact plastic, about 13x11 in. wide. Wt. 1 lb. 14 oz.
49 N 4509. . . $4.74

Toonykins
by Ideal

Your choice $3.99

Just wind 'em up . . they swing arms and roll along to a merry melody

See these rollicking little characters from TV bob up and down as they travel along . . while the music box plays a happy tune. Strong colorful plastic.

Mickey Mouse

Front crank of flash's red roadster is wind up. Over all size 8 in. long, 10 in. high. Shpg. wt. 1 lb. 4 oz.
49 N 5252 .. $3.99

Magilla Gorilla

Magilla rides in big box on barrel truck. Wind up at back. 10 in. high, 8 in. long. Shpg. wt. 1 lb. 5 oz.
49 N 5254 . $3.99

$1.98

Mystery Locomotive goes forward, sideways, backward . . you never know its next move

Watch smoke puff out of smokestack . . see headlight glow . . hear whistle blow. Every time it bumps into something, it backs off in a new direction. Strong steel frame. Jaguar. Order 2 "D" batteries below.
49 N 4239 Shipping weight 1 lb. . $1.98
49 N 4660 - "D" Battery. Shpg. wt. 4 oz. Each 16c

Walking Hobo just shuffles along

$3.99

Push the switch and hobo actually walks along slowly, looking for a free meal. Rigid plastic body is durable vinyl figure 22 in. high overall, inflated. Order 2 "C" batteries below. From Japan.
49N5238 Wt. 1 lb. 4 oz. $3.99

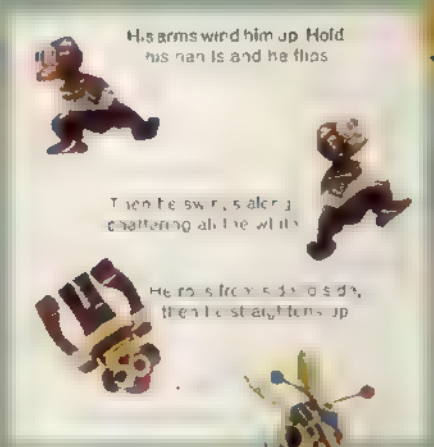
"C" Battery. Wt. ea. 3 oz.
49N4665 Ea. 16c 4 for 60c

Lots of action and sound

Wacky Windups

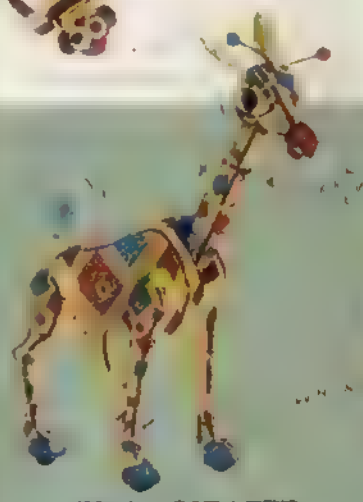
Wind the Wacky-Key and these busy animals walk, wiggle, make noises. Plastic, metal mechanisms.

Your choice $4.98


His arms wind him up. Hold his hands and he flips
Then he swirls, scatters chattering all the while
He rolls from side to side, then he straightens up

Wacky MONKEY

He's talented in many ways. See, at left, all that this funny fellow does. 12 in. high.
49 N 5857 –Shpg. wt. 2 lbs. 5 oz. . . . $4.98



Wacky GIRAFFE

Starts to walk, shakes his head, wiggles tail, stops . . pulls in neck, head pops up, makes noises

Being curious and tall keeps this fellow busy ducking his head. 17 in. high.
49 N 5855 Shpg. wt. 2 lbs. 1 oz. $4.98

Wacky WORM

Pushes front end forward . . head, eyes, tail, antenna wiggle . . back humps, pulls forward and he goes

Big friendly worm makes friendly movements as well as sounds. He's 15 in. long.
49 N 5852 –Shpg. wt. 1 lb. 11 oz. $4.98

Wacky TURTLE

Pokes head out . . legs and tail too then slowly walks away . . and makes funny creaking sounds

He's so shy . . but when he comes out of his shell he's surprisingly speedy. 11 in. long.
49 N 5853 Shpg. wt. 2 lbs. 2 oz. $4.98

Wacky DOG

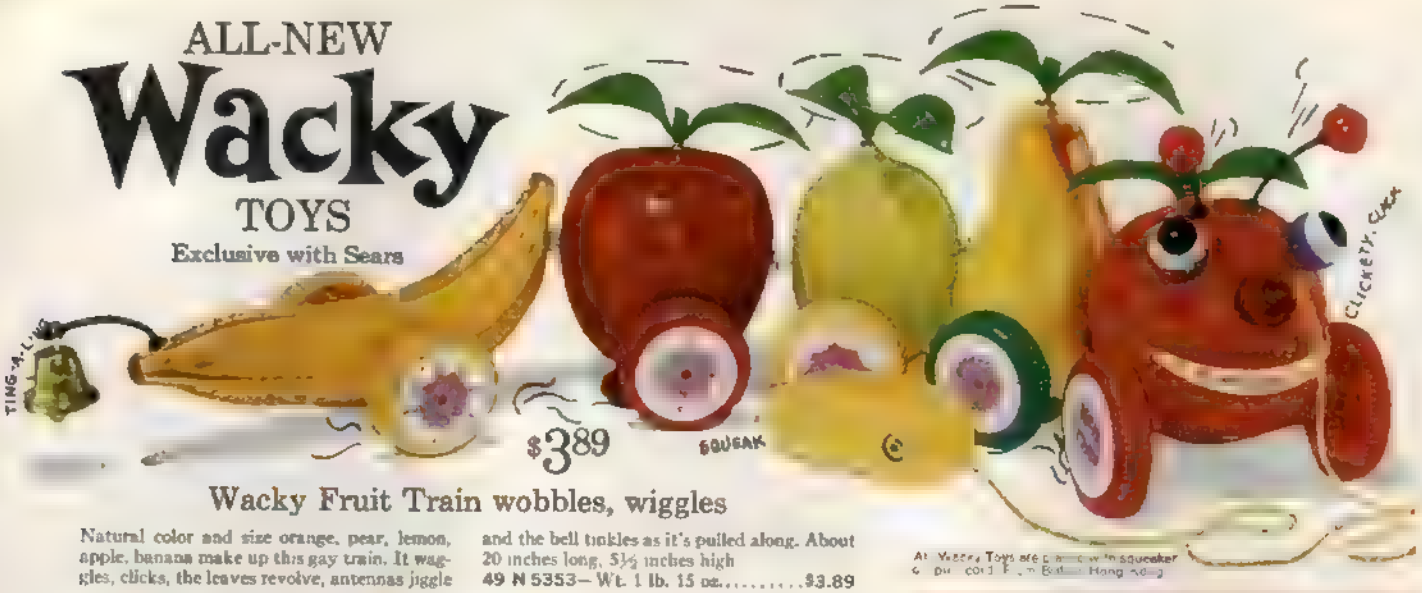
Yelps, walks with ears and tail down . . stops . . points forward . . ears snap up, eyes pop out, mouth opens

Frisky dog goes through many antics to entertain his audience. 14 in. long.
49 N 5854—Shpg. wt. 1 lb. 11 oz. . $4.98

Wacky Toys made in British Crown Colony of Hong Kong by Cragstan

ALL-NEW Wacky TOYS

Exclusive with Sears



Wacky Fruit Train wobbles, wiggles

Natural color and size orange, pear, lemon, apple, banana make up this gay train. It waggles, clicks, the leaves revolve, antennas jiggle and the bell tinkles as it's pulled along. About 20 inches long, 5½ inches high

49 N 5353—Wt. 1 lb. 15 oz. $3.89

At Wacky Toys are [illegible] with squeaker [illegible]

Wacky Cheese. Three bright mice see them twirl as they pop up and down in yellow cheese. Squeak and click sound. 5¾x5¼ in. high

Shipping weight 1 lb. 10 oz.

49 N 5355 $3.49

Wacky Apple. Two gaudy worms revolve and bob up and down in the big apple with big bulging eyes. Clicking sound. 9 in. high

Shipping weight 1 lb. 11 oz.

49 N 5354 $3.49

Wacky Melon. Eyes and melon slice wings slowly move out and in, antennas bobble when pulled. Gives clickety clack sound. 10 in. long. Shipping wt. 1 lb. 8 oz.

49 N 5356 $3.49

Save this catalog . . You can order toys on pages 441 to 673 until Sept. 1, 1966

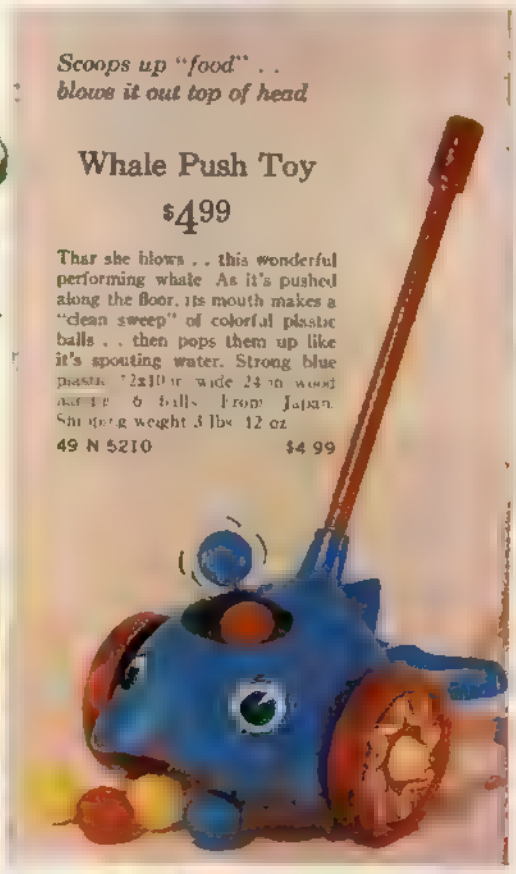
Scoops up "food" . . blows it out top of head

Whale Push Toy

$4.99

Thar she blows . . this wonderful performing whale. As it's pushed along the floor, its mouth makes a "clean sweep" of colorful plastic balls . . then pops them up like it's spouting water. Strong blue plastic. 12x10 in. wide 24 in. wood handle. 6 balls. From Japan. Shipping weight 3 lbs. 12 oz.

49 N 5210 $4.99



FASCINATING COLOR TOPS

Collar back in

$1.79 $1.59

See tiny train run in Choo-Choo Top

Happy little train seems to speed around track inside plastic dome as top spins. Easy working lever stops top makes choo-choo tone. Travel scene in color on base. Design from West Germany.

Shipping weight 1 lb. 4 oz.

49 N 4725 $1.79

Clown spins, collar whirls out to 11 inches

Colorful clown lets you maneuver him while spinning upright sideways, upside down. Yellow vinyl collar returns to normal when top stops. Plunger spins top. Metal and plastic. 11 in. high, 5¼ in. diameter.

Shipping weight 1 lb. 6 oz.

49 N 4728 $1.59

Rainbow color Musical Top

Brightly colored foil pieces in clear plastic reel make colors change, blend as top spins. Plunger spins top. Makes musical tune. 11½ in. high, 5¼ in. diam.

Shpg wt. 1 lb. 8 oz.

49 N 4796 $1.33

$4.79 each

Mattel's "Screen" Say" Toys talk to you

The Farmer Says

Point the farmer to any of the 12 animals pull Chatty-Ring. He spins, talks, tells you name of the animal, the sound it makes. Bright hi impact plastic. About 13x11 in. wide. Wt. 1 lb. 14 oz.

49 N 4508..... $4.79

The Bee Says

Point the bee to any alphabet letter pull ring. Bee spins, voice recites letter, picture. Colorful hi impact plastic about 13x11 in. wide. Shpg wt. 1 lb. 14 oz.

49 N 4509..... $4.79

New 4-Level Parking Lot Garage with Car Wash

$7.84

A WARD EXCLUSIVE! ***The very newest in multi-level parking and super service stations . . a wonderful, "money-making investment" for the young business tycoon. Sleek, modern and efficient . . with ground-floor service area, and "minute" play car wash plus generous, multi-level parking.***

THE MOST COMPLETE PARKING LOT GARAGE IN TOWN. Now you can offer your customers not only a grease, lube and oil change, but a wash — as well while they park! 'Automatic' car wash adds 'dollars' to your income. And, the new turn table car lift is manually operated — needs no batteries. Takes cars up quick as a wink to any of the three parking levels. There are exit ramps, too — from all levels to the street. 8 plastic cars plus loads of accessories. Metal, easily assembled with nuts, bolts.

48 T 27.0 M. About 25x.4½x16¼ in. high. Ship. wt. 10 lbs. **$7.84**

2-Level Service Station $2.79

HERE'S ONE OF THE BUSIEST SERVICE STATIONS IN TOWN. There's a crew of four mechanics, a grease rack that moves up and down, 8 late-model cars plus pumps and accessories . . all of sturdy plastic. Hand-operated elevator raises and lowers cars up to the tri-level parking area . . needs no batteries. Station is made of brightly lithographed steel; about 25x14x9 in. high. Assembly instructions included.

48 T 2758. Ship. wt. 4 lbs. 8 oz. **$2.79**

Wards "Day and Night" Service Station $3.88

DRIVE RIGHT IN for quick, convenient parking or speedy, efficient service. Hand-operated elevator moves cars up to the rooftop parking area, ramp returns cars automatically to street level.

Over 20 piece set plastic attendants, cars, decals, signs and accessories. Station is sturdy, brightly lithographed steel; abt. 26x13¾x11½ in. high. Easily assembled.

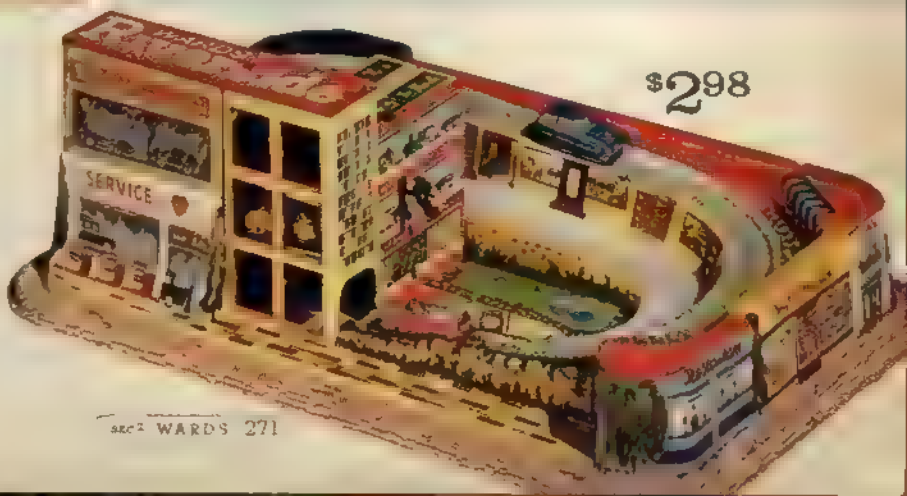
48 T 2798 M —Ship. wt. 4 lbs. 5 oz. **$3.88**

Wind-Up Garage

Watch the Cars Speed Down the Ramp and into the Garage

ALL YOUNGSTERS WILL LOVE THE EXCITEMENT of this new Service Station Garage. Just wind it up — the elevator lifts the cars to the top — they speed down the horseshoe ramp back to the elevator, and up again! *It's a Wards exclusive, too* — completely assembled. Colorful plastic and metal with 3 racy-looking, metal cars that keep the action going. About 15½x.03¾x5 in. high.

48 T 2739. Ship. wt. 1 lb. 10 oz. **$2.98**



$2.98

"Charge It" See AID, Page 359

SAVE THIS CATALOG.
Toys available until Oct. 1, 1965

Watch the Fields Actually Grow!

They need only water to Spring to Life

A Talk of the Town VALUE

Garden Mark Deluxe Farm
Over 200 Colorful Pieces **$9.88**

GROW YOUR OWN CROPS — seed the trays (seeds included) add water no dirt, no mess. There's lots of action — turn crank to run conveyor, operate hay lift — moves hay to 3 positions in barn, run litter-carrier in and out of barn. Or operate them electrically, order A) below. Over 200 pcs. metal buildings, durable plastic implements, including truck, tractor, harrow, hay wagon, farmers, animals (many hand painted) plus other accessories. Buildings are easy to assemble. Barn, obt. 12x9x11¼ in. high, silos 12 in. high. 48 T 2779 M. Ship. wt. 9 lbs. 8 oz. **Set $9.88**

(A) POWER PLANT FOR DELUXE FARM ONLY. Runs conveyor, haylift, litter-carrier. 48 T 2713. Needs 2 "D" batteries, order ea. Pg. 306. Ship. wt. 8 oz. **$1.49**

WARDS GARDEN MARK

Miniature Farm

Over 100 Pieces **$4.84**

ONLY AT WARDS — this finely detailed small scale farm will give youngsters hours of absorbing fun, yet it sets up easily on a card table! So realistic, too, colorful plastic buildings and figures are hand painted. Over 100 pieces including buildings, implements including plow, harrow, hay wagon and tractor, farmers, animals plus other accessories — even trees to complete the landscaping. Barn about 4⅞x4x4¼ in. high. Silo about 4¼ in. high. 4872700-Ship. wt. 1 lb. 7 oz. **$4.84**

Wishnik Troll 65c

What's a Troll? It's 2¼ inches of plastic doll with big buggy eyes and a wild mop of hair you rub for luck. It's a toy, a good luck charm, it's fun!
49 N 3664—Shpg. wt. 2 oz. 65c

Every Troll needs a home of his own and only Sears has this one!

Prehistoric model home furnished in true Troll decor **$2.99**

Our Troll house of vinyl plastic has a weathered tree exterior complete with potted plants and a name over the door. The cozy interior has every comfort a 2½-inch Troll could want . . including a fake marble bath. There's a blazing fireplace with cooking pot, a comfy bed, a big tub chair and hassock, a dining table and chairs. We've even added "animal skin" rugs for a homey touch. All furnishings are vacuum formed. House locks closed, has carrying handle, 12x6x9 in. high. Completely assembled. Doll not included.
49 N 9352 Shipping weight 1 lb. 8 oz. $2.99

Save this catalog . . . you can order toys from this book, pages 441 to 673, from now until Sept. 1, 1966

Troll Dress-up Set

$1.67

A Bikini and a tutu . . hat and jewelry, and clothes for a well-dressed lady Troll. Shipping weight 3 oz.
49 N 3672..... $1.67

Career Dress-ups

$1.67

Troll can be doctor lawyer or Indian chief. Set of 3 outfits for Trolls. Shpg. wt. 3 oz.
49 N 3680 .. $1.67

Housewife Set

$1.67

Cookbook and curlers, negligee, princess phone . . all the things a good Troll housewife needs. Shpg. wt. 3 oz.
49 N 3681 $1.67

Bride-and-Groom Trolls. She wears a white lace dress, has a veil and flowers . . he's in white tie, tails and a top hat. Romantic pair, 2½ in. tall.
49 N 3669 Shpg. wt. 5 oz. Set $2.77

Doctor-and-Nurse Trolls . . neat and efficient. He wears a white jacket, a stethoscope. She has blue uniform, hypodermic needle. 2½ in. tall.
49 N 3671 Shpg. wt. 5 oz. Set $2.77

Sportnik Set has 4 Outfits and Troll Doll

Set **$3.77**

Golf anyone? Or maybe a football game? Our Sportnik Troll is equipped for both . . has a sporty beret, golf clubs, his own football. He has an outfit for fun or completes with fish and oars or baseball, too. With accessories.
Shipping weight 10 oz.
49 N 3673 $3.77

It's a great life in this miniature Troll Village

Includes 12 Trolls . . sold only at Sears **$3.99**

Set up a Troll land all your own . . on a table, on the floor anywhere. Let your imagination run riot as you plan activities for 12 Trolls (1½ .. tall) and their animals. See what you get: mountains, houses, furniture, trees, a cart, a sign for "Wild Horses Canyon" and many more delightful pieces, in sturdy plastic. From Hong Kong.
49 N 9389 Shipping weight 1 lb. 4 oz. $3.99

WHAT'S SUPERCALIFRAGILISTICEXPIALIDOCIOUS?

Walt Disney's

Mary Poppins Doll

. . that's what!

Gift Set $7.44

Do with umbrella and bag $4.66

In a Gift Set with umbrella, carpetbag and wardrobe

She's here . . Mary Poppins, the most wonderful nanny that ever popped up a chimney. 12 inches tall, with jointed vinyl body, in sensible cotton coat, hat and dress, she carries her familiar carpetbag . . and her umbrella. It really opens. A wardrobe for work . . striped dress and apron, and for partying . . dress, hat, shoes, gloves, sheer stockings. And her famous ruler . . for measuring up!
49 N 3816—Shpg. wt. 1 lb. Set $7.44

Mary Poppins doll with umbrella, bag.
49 N 3853—Shpg. wt. 1.3 oz. $4.66

Patty Duke Teen Doll

$2.97

You can tell she's a teen-age doll . . she has her own phone. She's 12 inches of vinyl plastic with Superflex arms and legs that bend, pose in teen-age manner. Rooted hair.
49 N 3881—Wt. 12 oz. . . $2.97

Celeste . . the Formal Doll $4.97

Every little girl wants a really dressed up doll . . and that's Celeste. In regal rose velvet gown and matching hat, with muff and stole of fur-like fabric, she has rooted hair with long "finger" curls. 12 inches tall.
Shipping weight 1 lb.
49 N 3508. . . . . $4.97

HANSEL AND GRETEL

Artfully designed by famous German craftsmen $5.99 each

From the land of the Black Forest, the land of Hansel and Gretel, come these two charming storybook dolls. Beautifully made, beautifully dressed, lovely to look at and to play with. Their eyes open and close, have soft eyelashes. Their blonde hair is rooted, their bodies are sturdy plastic, fully jointed. Each is 11½ inches tall.

Hansel. Wears suspender pants, jacket, straw hat.
49 N 3510—Shipping weight 14 oz. $5.99

Gretel. Dressed in cotton print dress, with hat, apron.
49 N 3511—Shipping weight 14 oz. $5.99

$7.44

Walt Disney's Cinderella Doll

12-inch doll dressed elegantly for the ball, in pink satin and silvery lace. "jewels" and upswept hairdo . . and glass slippers. Presto! At midnight (or maybe earlier) you change her back to a hardworking scullery maid with pail, broom, working clothes, extra head with long straight hair. Vinyl plastic.
49 N 3522—Shipping weight 15 ounces . . . $7.44

$3.94

Samantha . . the Witch

Samantha, the charming witch you see on TV, is a doll . She's 12 inches tall, with her own broomstick. In bewitching flocked velvet costume and hat all a-sparkle, with flexible arms and legs for magical poses. Vinyl plastic.
49 N 3714 —Wt. 14 oz. . $3.94

Just call Sears and say "Charge It"

Mr. Mercury, walking mechanical man

$5.99

Press one of 4 buttons on control box to send him walking. Then grasp plastic ball he's ready to scoop up. Pick up object with plastic claw palm. 13 in. tall. Battery operated. Metal and plastic. Order 2 'D' batteries.
49 N 5783 Wt. 1 lb. 5 oz. $5.99
'D' Battery Wt. each 4 oz.
49N466C ... Each 4 for 60c

Yetti, the shy abominable snowman

$2.98

By remote control, prowl the frigid Himalayas. Yetti walks about, rocks, roars. Remote control he swings his arms and head and bellows at your command. White plastic body, plastic pants. Operates 10½ inches tall. Order 2 'D' batteries at left.
49N5692 Wt. 2 lbs. $2.98

The Creeping Hand

$3.97

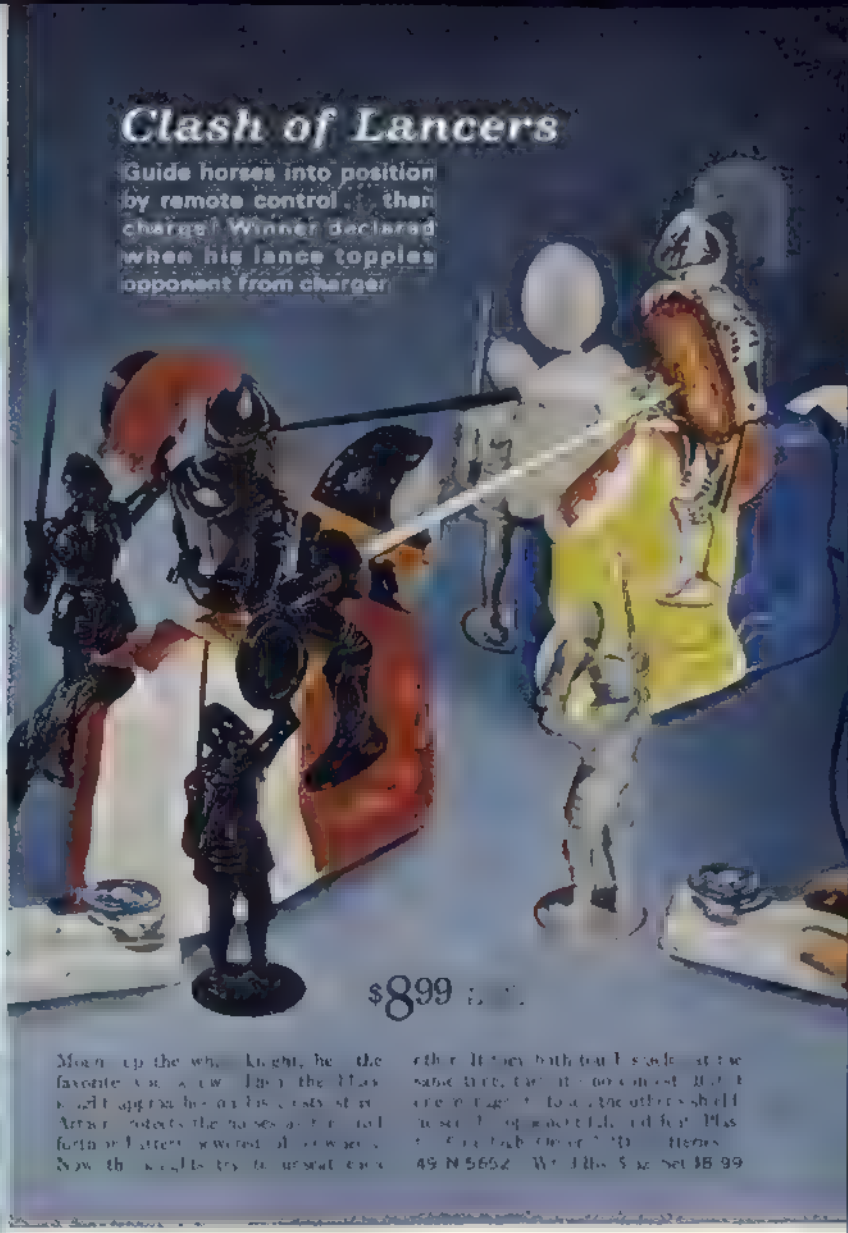
Very lifelike creeps and crawls. 4x6 in. long. Order 2 'C' batteries. Shpg. wt. 1 lb.
49 N 5861 $3.97
'C' Battery Wt. each 2 oz.
49N4665 Ea. 16c 4 for 60c

Tank explodes

when it hits a hidden mine as you guide it by remote control over a 4x3 foot battlefield

$4.99

Tank has lever to back up, turn right. See where it's going with periscope. Rugged plastic. Runs up to 1 hour on 2 'D' batteries (not incl.). Rubber tracks grip floor.
49 N 4211 Shpg. wt. 2 lbs. Set $4.99
49 N 4650 'D' Battery Wt. each 4 oz. Each 16c 4 for 60c



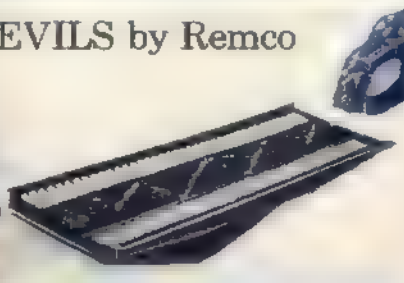
Clash of Lancers

Guide horses into position by remote control . . . then charge! Winner declared when his lance topples opponent from charger

$8.99

Mount up the white knight, he's the favorite. Or ride the black knight, he's a tough opponent. Attack! Rotate the horses by remote control for better powered attack moves. Now the knights try to unseat each other. If they both fall, scale at the same time, they're out of contest. But if one knight is toppled, the other shield is set for repeat attack. Ideal for Plastic body. Order 2 'D' batteries.
49 N 5652 Wt. 3 lbs. 5 oz. Set $8.99

DUFFY'S DAREDEVILS by Remco



$4.66

Send car zooming from jet launcher, up ramp and thru "flaming" hoop . . see it roll over and crash into barrels

Thrilling excitement of men and machine testing their skills. Place car in jet launcher, crank it, send it "flying"! "Bounceback" balancer helps put 8½ in. plastic car back on all 4 wheels. Watch it zoom between straightaway. No batteries needed. Made in U.S.A.
49 N 5828C—Shpg. wt. 3 lbs. $4.66

Whoosh! Race 2 hot-rods, 2 motorcycles down drag strip past wrecker and truck

6-piece Set $8.99

Haul two hot-to-go Honda motorcycles to the drag strip in a pick up truck. Truck features easy-loading tailgate. Race down the straightaway in two free-rolling hot rods. Slick "soft-top" roadsters. When "mishaps" occur, 14-inch service wrecker stands ready to go to the rescue. All road equipment features non-mar plastic tires, auto-steel construction and bright-plate trim.
Shipping weight 10 pounds.

79 N 5554C. . . . . Set $8.99

U-Haul Rental Trailer and Truck $3.99

Truck with wrap-around windshield carries a movable trailer hitch. Trailer has snap action door catch. Both feature auto-steel construction, high gloss baked enamel and white sidewall tires. 22 inches long.
49 N 5537 Shipping weight 4 pounds. . . . . Set $3.99

Kennel Truck carries a dozen dogs $2.99

See-through plastic kennel with movable top and sides lifts off to become a permanent-type kennel. Steel Ford truck complete with wrap-around windshield, windows and non-mar plastic, whitewall tires. 11 in. long.
49 N 5407—Shipping weight 2 pounds 7 ounces $2.99

$3.97

Milk delivery Truck

Just like the family milkman drives. Sliding side doors and swing-out back doors. Colorful billboard on side features Elsie the Borden cow. Milk carrier holds 6 fillable polyethylene bottles. Steel truck 11½ in. long. Shpg wt. 2 lbs. 11 oz.
49 N 5552 . . . . . $3.97

$2.99

R.E.A. Express Van

Deliver surprise packages to Mom and Dad. Steel truck has 2 side sliding doors and a swing out back door. Detailed interior. Whitewall, non-mar plastic tires; plastic bumper. 11 2 in. long.
Shipping wt. 2 lbs. 11 oz.
49 N 5540. . . . . $2.99

$3.97

Ice Cream Truck

Rugged, auto-steel construction, ringing bell and 2 sliding doors. Dish out treats through 3 big sliding windows. Fully detailed interior. Non-mar plastic, whitewall tires, plastic bumper. 11½ in. long.
Shipping wt. 2 lbs. 11 oz.
49 N 5547 . . . . . $3.97

$1.97

Pick-up Truck

Strong steel promises miles and miles of trouble-free service. Truck body protected by real truck paint. Equipped with ball-type trailer hitch. Snap open tailgate for easy loading. Sporty looking chrome-plated wheel discs. 13 inches long.
49 N 5430—Wt. 3 lbs.. $1.97

$2.99

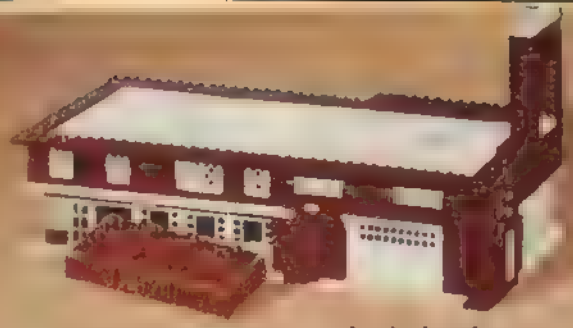
Traveling Zoo Truck

Truck hauls 6 different jungle animals each in its own separate cage. High impact plastic cage bars slide up to let the animals out. Steel truck rolls on whitewall, non-mar plastic tires. 14 in. Chrome-color grille trim.
Shipping wt. 2 lbs. 11 oz.
49 N 5543. . . . . $2.99

$3.97

Coke delivery Truck

What an exciting job . . delivering soft drinks all around town. Steel truck carries a city-wide, thirst quenching supply of "Coke". Two hand carts. Truck rolls gently on non-mar plastic tires. 15 in. long.
Shipping wt. 4 lbs. 8 oz.
49 N 5553. . . . . $3.97



Build houses, garages, schools, hotels with American high-impact Plastic Bricks

$3.87 to $7.19

Sturdy peg and socket construction . . unlocks easily for next project. Asphalt like cardboard roofing reverses from white to blue. Doors, windows open. Sets interchange with CONSTRUCTIONEER instructions.

49 N 4792 291 piece Set. Shipping weight 2 lbs. 13 oz. $3.87
49 N 4794 455 piece Set. Shipping weight 3 lbs. 14 oz. 5.77
49 N 4795 585 piece Set. Shipping weight 5 pounds 7.19

$6.49

Blippo the Builder is back
. . now rides moving Choo Choo Train that hauls 172 easy-snap plastic blocks

Crank up Blippo's 29-inch train and it chugs along carrying enough blocks and panels to build everything from skyscrapers to forts and bridges. Jolly little Blippo removes from cab. Building blocks stow away in cars when not in use. Train has warning whistle. Instructions.

49 N 4595C Shipping weight 4 pounds $6.49

With a Constructioneer Set you design and build colorful, movable models

$2.19 to $6.99

Sturdy, metal gears, cranks, pulleys, wheels, tires, rods, hooks in 32 different shapes and sizes let you build models that really move. Pieces snap together . . unlock easily for next project. Asphalt-like cardboard roofing, clear windows and movable door. Parts interchange with AMERICAN brick sets. Storage container, instructions included.

49 N 4704—141-piece Set. Shipping weight 1 pound 6 ounces. . $2.19
49 N 4708—243-piece Set. Shipping weight 2 pounds. 3.59
49 N 4723 503-piece Set. Shipping weight 3 pounds 8 ounces. 6.99

Stick 'em and stack 'em into imaginative shapes

Zylyss Cubes from Switzerland

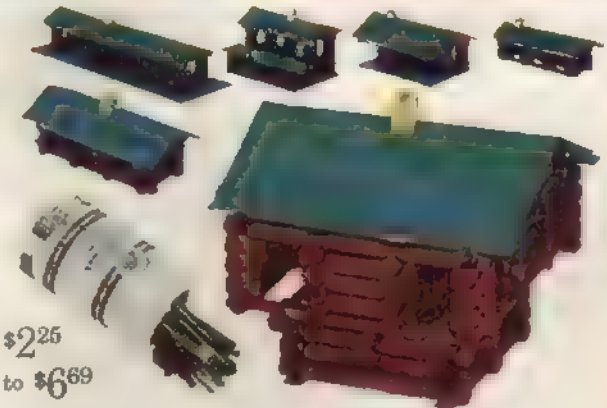
$3.55 to $9.45

A Sears exclusive! Fathers, grandparents and teachers! Get these versatile children's toys to stimulate imagination . . much more fun than ordinary sets. They can create medieval castles, Viking ships, airplanes, people. Basic unit is colorful plastic cube with steel prongs for easy, firm interlocking. Versatile enough to make pointed roofs, turrets, wells, bodies, or anything child desires. Also 2½ inch wheels and axles.

110-piece Set.
49 N 4745 Shipping wt. 1 lb. $3.55

204-piece Set.
49 N 4746 Shpg. wt. 1 lb. 12 oz. 5.85

346-piece Set.
49 N 4747 Shpg. wt. 2 lbs. 12 oz. 9.45



$2.25 to $6.69

Build pioneer towns with Lincoln Logs

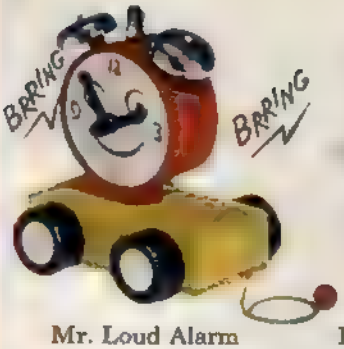
For forts, cabins, stockades. ¾-in. thick stained wood logs, varied lengths. Gable, chimney and roof pieces. 530-pc. set builds 6 cabins shown with logs left over. Instructions.

49 N 5304—129-piece Set. Shipping weight 3 lbs. 4 oz. . $2.25
49 N 5305—208-piece Set. Shipping weight 5 lbs. 3.65
49 N 5306—335-piece Set. Shipping weight 8 lbs. 4.99
49 N 5308—530-piece Set. Shipping weight 11 lbs. 10 oz. 6.69

$3.99

Spool turns, colorful marbles tumble, safe wooden "needle" bobs up and down as tot cranks this Toy Sewing Machine

Marbles bounce with a lively sound in this colorful machine that tots will love. It's full of action to keep them busy for hours. Made of wood and plastic, brightly painted with non-toxic colors. About 12x5x9 inches high.
49 N 5251—Shipping weight 2 pounds 15 ounces. $3.99



Mr. Loud Alarm

Bells jingle, hands spin and eyes roll gleefully at each tug. Wood; metal. About 7 in. high.
49N5213 Wt. 1 lb. 8 oz. $1.99

Railroad Hand Car

Bobbing men go faster and faster as car is pulled. Even clicks like train. Wood; metal. 9 in. long.
49 N 5214—Wt. 1 lb. 8 oz. $1.99

Sports Racer

Driver's head bounces merrily to click-clack of wheels as car is pulled. Wood; metal spring and axles. About 10 in. long.
49 N 5250 Wt. 2 lbs. $1.99

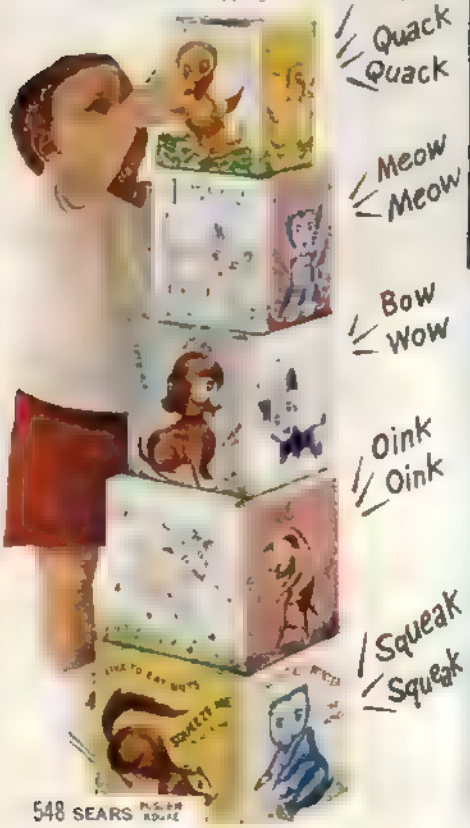
Tug Boat

Boat and sailor bounce as they ride the "waves." Propeller spins, flag wiggles. Stack removes to become horn. Wood, 9 in. long.
49N5236 Wt. 1 lb. 12 oz. $2.39

These blocks "talk"

Squeak like real animals $2.99

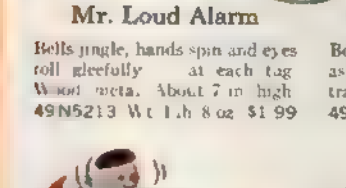
Please your pet-loving child with blocks he can squeeze to hear sounds imitating familiar animals. Plastic coated fiberboard is really sturdy . . . resists scuff-wipes clean. Stack nearly 3 feet high, nest to big 8x8 inch block. Made in U.S.A.
49 N 4439—Shipping wt. 3 lbs. $2.99



Storytelling Nursery Blocks

Five colorful chipboard blocks that tell stories in pictures and words. Tots can follow pictures as parents read "Three Little Kittens", "Three Bears", "Humpty Dumpty" and scenes with familiar animals and people. Stack to over 38 in. high. Nest in largest block about 8x6x4 in. high. Made in U.S.A. Shpg. wt. 2 lbs. 12 oz.
49 N 4450 $1.99

Note: All items from Japan unless specified.



Walking Wasp

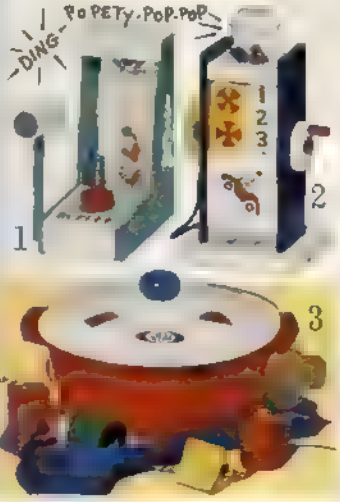
Wings rotate, antennas wiggle as wasp waddles along to a popping sound. Wood; body 7 in. long.
49N5235 Wt. 1 lb. 5 oz. $1.99

Grasshopper

Legs go madly, antennas quiver. Chirps happily as he is pulled. Wood and metal. 9 inches long.
49 N 5212—Wt. 1 lb. 4 oz. $1.49

Circus Train $3.99

A colorful 5-car enameled-wood train . . . a full 27 in. long. Engine rocks, pistons pump, elephant and mouse seesaw, giraffe wiggles neck and man bounces.
49 N 5201 Wt. 4 lbs. $3.99



Bopper the Clown

1 Tots can pound button with foam padded hammer to "test strength". Clown soars up, rings bell. Enameled wood. 9 in. high.
49N5221 Wt. 1 lb. 12 oz. $2.49

"Bubbling" Gas Pump

2 Balls flutter . . . numbers whiz by as handle is turned. Enameled wood, plastic. 11 in. high.
49N5216 Wt. 2 lbs. 8 oz. $3.25

Pot 'n Spoon

3 Helps hand-eye training. Six wooden beads in shapes drop into lid cover. 10-in. plastic pot with spoon. Made in U.S.A.
49 N 4462 Wt. 1 lb. 10 oz. $2.59

Come Alive!

You're in the swingin' generation with Sears own

Fully Transistorized Record Player

Leather-look plastic case goes everywhere in style

$19.66

Electronic amplifier and top-mounted speaker fill the room with lively music. Tone control and volume control let you tune in the sound you like best. Dual, permanent-type synthetic sapphire needle and high-gain crystal pickup to give you the truest tones. Tone arm balanced and turntable rubber cushioned to assure "kid-glove" treatment for all your 16, 33⅓, 45 and 78 RPM records. Super-silent motor. Break-resistant polypropylene case 14x13x7 inches.
49 N 680 –Shpg. wt. 7 lbs. 10 oz..... $19.66

plus 5 Hit Records . . all big names, all teen favorites

Wow! Wait till you hear these 45 RPM discs cut by Herman's Hermits, Dion, The Beatles, Gene Pitney and The Four Seasons . . all included with above phonograph

NOTE: Both phonographs on this page UL listed for 110–120 volts, 60 cycle AC.

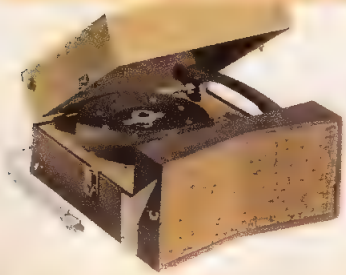
THE BEATLES

GENE PITNEY

HERMAN'S HERMITS

DION

THE FOUR SEASONS



Instant play . . no warm-up needed . . 4-speed, solid state Portable Phonograph

Fully transistorized so there are no tubes to replace.
Full-range sound delivered by front-mounted speaker

$23.99

Set the Dial O-Matic speed selector to play any 16, 33⅓, 45 or 78 RPM record. Heavy duty amplifier, high-gain crystal pickup and permanent-type synthetic sapphire needle to give you a true, clear tone. Volume and tone control knobs let you set the sound to get ear-pleasing music that you and your friends like best.

Precision tone arm with flip cartridge effects balanced for delicate record treatment. Whisper quiet motor. Scuff-resistant plastic covered case elegantly styled in yellow and sandalwood shades. Smart inverted design front mounted speaker. Case 14x11x6 inches high.
79 N 672C—Shipping wt. 10 lbs. . $23.99

No Money Down on anything Sears sells

TRESSY . . the doll with hair that "grows" . . and legs that pose. Now her knees bend!

$2.94

Tressy's more fun than ever . . 'cause now she can pose any way you want. And her hair is just wonderful. First it's short and then it's long! You make it grow when you turn the magic key. Style it to go with her outfits. Tressy is 11½ inches tall, can wear other fashion-dolls' clothes. She wears a fashionable shift, panties, shoes. Wt. 8 oz.

49 N 3923.....$2.94

Tressy in a new Gift Set $5.99

Here's Tressy in her own case, with a hairdressing set all ready for her beautician (you) to style her hair. Set includes hair-set lotion, comb, brush, curlers, rollers, rubber bands, extra magic key, hair glamour book, pins. You'll have great fun fixing Tressy's hair . . short or long. Doll wears blue shift, shoes. Case is 14x7x3 inches.

49N3764 Wt. 1 lb. 2 oz. $5.99

Outfits below for Tressy, other 11½-inch dolls

1 **Hootenanny.** Slack set, bag, guitar. 49 N3782—Wt. 4 oz.....$1.97

2 **Black Magic.** Gown, stole, mate. 49 N3828—Wt. 4 oz..... $1.97

3 **On Fifth Avenue.** Coat, hat, mate. 49 N3747 --Wt. 4 oz.....$2.39

4 **Blue Ribbon Winner.** Tailored suit, dog on leash, book. 49 N3746 Wt. 4 oz. .$2.39

5 **3-piece Wardrobe.** Three gay outfits with accessories . . even a fishing pole, checker board and checkers. 49 N 3745—Wt. 8 oz..... $1.99

Note: Dolls not included with outfits

Hairstyle Kit $1.99

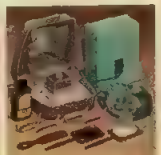
All the hairdressing supplies you need to give Tressy exciting and fashionable new hairdos. Styling set has doll-sized rollers and curlers, lotion, applicator bottle, atomizer with spray, pins, brush, comb, hair-care booklet, carryall. Shpg. wt. 8 oz.

49 N 3780 .....$1.99

Make-up $2.44

Now, Tressy has her very own make-up . . and YOU can apply it. Kit has lipstick, rouge, eye liner, eyebrow pencil, make up remover and puffs, cosmetics just like real, and easy to use. Shpg. wt. 1 lb.

49 N 3756....$2.44



Hair Dryer

$2.66

Blows air like a real dryer. Bonnet, comb, brush, mirror, hairset, curlers. Order 2 "D" batteries below. Shipping wt 12 oz.

49 N 9369.....$2.66

"D" Batteries.

49 N 4660—Wt. ea. 4 oz. Each 16c; 4 for..60c

It's Tressy's little sister Cricket . . Her hair grows, too

$2.87

Perky as . . a cricket, she's an adorable 9-inch doll with legs that pose, hair that "grows." Cricket has a magic key, just like Tressy, and you can style her hair any way you like . she always looks so cute. She wears a white ballet dress, hair band and shoes. Other 9-inch costumes fit her. Wt. 7 oz

49 N 3843 $2.87

Cricket Gift Set $5.44

Pretty 9-inch Cricket, in a case, wears a neat suit, has two other smart outfits, extra shoes, miniature phonograph records, fashion book, stand. Shipping wt 1 lb 6 oz.

49 N 3744 . $5.44

6 **School Days.** Jumper, books, apple, shoes. 49 N 3743—Wt. 3 oz. Outfit only...$1.27

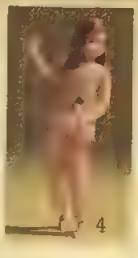
7 **Hootenanny.** Jersey, skirt, music, guitar. 49 N 3742—Wt. 3 oz. Outfit only...$1.27

8 **3-piece Wardrobe** for 9-in. dolls. Dress-up outfit with accessories, sailing outfit with telescope, sport coat with scarf, handbag, shoes. 49 N 3741 -Wt. 6 oz. Outfits only.....$1.99

Doll Case $4.99

Strong 13-inch wood case with vinyl covering, nickel trim . . holds two fashion dolls. For Tressy, Cricket, Misty, Barbie, others; has drawers for accessories, hangers for clothes; keeps them neat. Wt. 4 lbs. 8 oz.

49 N 9370 . $4.99



Who has fun in this tree house? Pepper and her playmates

1 Pepper's Tree House. Fun for all 8 and 9-inch dolls (including Skipper and Penny Brite). Plastic, with sturdy board tree foliage, 32 in. high. Furniture, ladder, tire-swing, teeter-totter, even a bird house. Unassembled. No dolls.
79 N 9385L -Shipping weight 6 pounds.....$6.97

2 Pepper's Pony. Perky palomino pony just right for Pepper and her 9-inch pals. 10 inches long, 9 inches high, made of sturdy sculptured plastic. Without doll
49 N 9375—Shipping weight 1 lb. 4 oz.....$2.44

3 Pos'n Pepper. Looks and poses like a lively little girl, because her legs and arms are completely bendable. 9 in. tall, she wears a sailor suit with bell-bottom trousers, blue midriff top, cap, wears all the Pepper clothes. No swing.
49 N 3872—Shipping weight 8 ounces.....$2.37

4 Pos'n Dodi. Pepper's new friend has a cute plastic pre-teen figure, can wear Pepper's clothes. She has a smiling face and long Saran hair you can comb and style. Dodi wears a pretty 2-piece slack set. 9 inches tall.
49 N 3871—Shipping weight 8 ounces.....$2.37

5 Pos'n Salty. Little 8-inch play pal for Pepper and Dodi, wears a rugged slack-and shirt outfit, has baseball cap, catcher's mitt and mask. He loves the tree house!
49 N 3979—Shipping weight 8 ounces.....$1.93

Pepper's Case $1.59

Attractive vinyl traveling case has room for Pepper or Dodi, and her clothes. Compartmented, with accessory drawer and 5 hangers. 10 inches high. Doll not incl.
49 N 9377 Wt. 1 lb. $1.59

6 Sun 'n Surf. Suit, beach dress, beach gear.
49 N 3982—Wt. 4 oz. Outfit only. $1.69

7 Anchors Aweigh. Dress, tam, radio, more.
49 N 3984—Wt. 4 oz. Outfit only.$1.69

8 Snowflake. Ski pants, parka, mittens, sled.
49 N 3316—Wt. 4 oz. Outfit only.$2.97

9 Winter Wonderland. Furry coat and hat.
49 N 3985—Wt. 4 oz. Outfit only.$2.44

10 Teacher's Pet. Dress, bulletin board, bag.
49 N 3986—Wt. 4 oz. Outfit only.$1.33

11 After School. Hooded sweater, slacks, ping-pong paddles, net and balls.
49 N 3314—Wt. 4 oz. Outfit only. $1.67

12 3-piece Wardrobe. Sportswear outfit, dress and coat to fit Pepper and Dodi.
49 N 3980—Wt. 9 oz. Outfits only.$2.77

Have you met

Penny Brite

Her head turns, tilts . . she poses

$1.29

Charming 8-incher has a winsome little girl look, flexible arms and legs. In a sweet red dress, shoes, panties. She can wear the other clothes on this page. Plastic wardrobe case Shpg wt. 8 oz.
49 N 3996 $1.29

Look at all my furniture!

Your choice for only 4.98 each AT EATON'S

5 My name is Twinkletoes. I am 9 inches tall and I fit into my cradle, my high chair and my rocking horse. I have extra clothes too: a night gown, a play suit and a blanket. We could have such fun playing together. You could be my mommy. We could play house. I can close my eyes when I want to go to sleep. I have a five-piece movable body of soft Vinyl plastic and my rooted Saran hair has been cut just for me.
27-R 1128. . . . . 4.98

6 My name is Susan and I like to dress up. Right now, I'm not wearing my very best dress but I like this one, too, don't you? I can play in it. I can't play in my party dress 'cause it would get too dirty. I have a whole wardrobe of new clothes . . coat and hat, party dress, slacks and top, play suit, pyjamas and a purse with comb, brush and barrette. Five piece movable Vinyl body, go-to sleep eyes. Rooted Saran hair.
27-R 1123. 13-inch toddler 4.98

I have lots of clothes

I'm Baby Wiggles, I play music

7 I love music so much that I even have my own wind-up music box built in. I like to wiggle to the music too. That's why they call me Baby Wiggles. I'm wearing a beautiful long Rayon Satin Christening Dress. A lace bonnet, ribbon, panties and socks complete my outfit. I have rooted Saran hair that's curly. I close my eyes when you put me to bed. My head and arms are soft Vinyl. I have a cuddly stuffed body.
27-R 1125. About 13 ins. long 4.98

8 My name is Jane. All my doll friends tell me they like my hair-do and my bright new romper outfit. What do you think? I have rooted Saran hair so if you want to comb it you can. I have lots of new clothes, too, made just for me. I have another dress, pyjamas, two-piece play suit, panties, shoes and socks plus soap, three puffs, two clothes pegs. I am a 16-inch baby doll with five-piece movable body made of Vinyl.
27-R 1119. . . . . 4.98

Do you like my pretty blonde hair?

She'll love EATON'S

Baby care

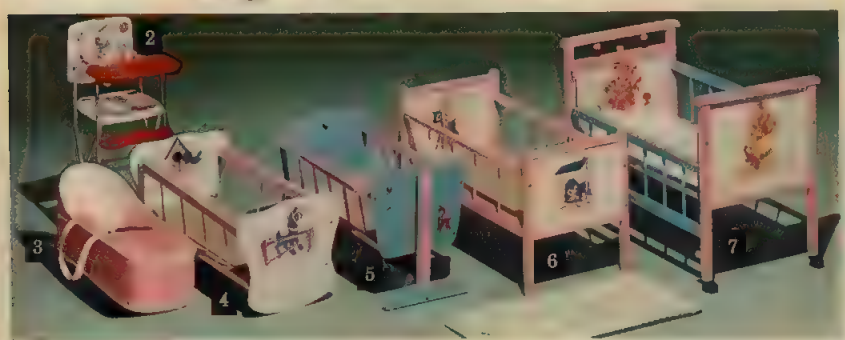
EXCLUSIVE!

14-inch doll with four outfits, her very own play-pen, cradle and bathinette—plus bed- and bath-time accessories. Complete set

7.98

1 Hi! My name is "Laurie" and I'm proud to be the newest addition to EATON'S family of fine dolls. I am 14 inches tall, have blue eyes that close when I'm sleepy, and sandy blonde Saran hair that you can comb. I'm a wetums, too! I have a 5-piece movable body of soft vinyl that you can keep clean with my own bubble bath, soap bar and wash cloth. My wardrobe consists of two dresses for party-time py,amas for night-time, a sun suit for play-time; shoes and socks. I love to play with my bubble pipe or snuggle in my downy blanket and feed from my own feeding bottle. My furniture is sturdy pink plastic and includes a rocking cradle play-pen and folding bathinette. I'd love to come and live at your house!
027-R 1510. . . Complete outfit 7.98

Order Early—before Nov. 15th
No payments until Feb., 1986
*See pages 256-257 for details



2 Folding High Chair for dolls. All Metal. Colourful pattern on seat and back. Adjustable tray and foot-rest. For dolls up to 24 inches tall.
027-R 6572. About 28 ins. high 2.88

3 Doll Bassinet Washable Pink Plastic with white trim. Two carrying straps, dual zipper closing; detachable adjustable sun visor with lace trim. About 20 by 8 by 5 ins. For dolls up to 20 ins.
27-R 3016. . . . . 2.98
27-R 3193. As above, about 16 by 7¼ by 4½ inches 1.98

4 She'll love to put Dolly to sleep in her very own Rocking Cradle. It features solid Wood construction with colourful screened nursery decals on shaped end panels, four-rung sides, Masonite bed. Pretty White and Pink enamel finish. Folds compactly for storage . . . opens in a jiffy. About 18 inches long by 9¾ inches high.
027-R 6653. 2.99

027-R 6652. Rocking Doll Cradle. Similar to above. About 24¼ inches long by 11 inches high. 4.48

5 EATON'S brightens up a doll's nursery with a swinging Doll Cradle. Sturdy Wood construction, five-rung sides. Reinforced Masonite bed, shaped head and foot panels. Decorated with colourful nursery decals. Pink and Blue enamel finish. Cradle swings on stand 27½ inches long by 17½ inches high and 13 inches wide. Cradle may be removed from stand and used seperately. Cradle about 23⅛ inches long by 11⅝ inches wide and 14⅛ inches high. Easy to assemble.
027 R 6651. . . . . 3.98

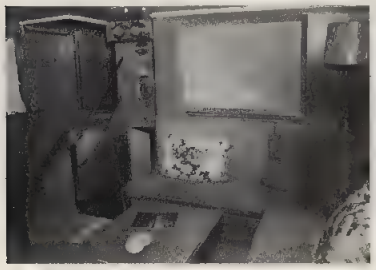
6 Wooden Doll Crib with Vinyl-covered padded mattress. Pink and White painted finish with screened nursery decals at head and foot of crib. Masonite bed. Fold-away design. About 25½ ins. long by 12½ ins. wide by 15½ ins. high.
027-R 6655. Crib with mattress 5.79

7 De luxe drop-side Doll Crib. Wood construction: Pink, Blue and White painted finish, with nursery decals on foot and head boards. Masonite bed. Full drop-side. About 26 by 18 inches.
027 R 6596. With easy-roll casters 6.95

Be sure to order Toys in plenty of time for Christmas

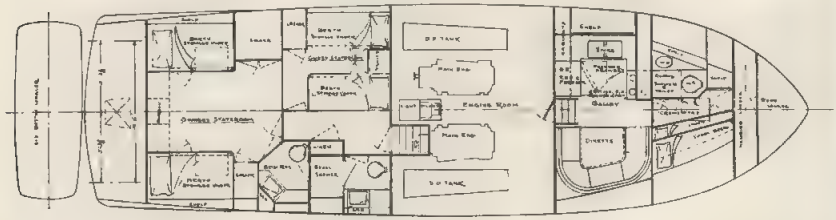
55 Feet of Twin-diesel Luxury

LIVE-ABOARD luxury marks the 55′ Westlake II, launched in Summer '64 from the Chicago yard of Henry C. Grebe & Co., Inc., for Seattle yachtsman L. M. Norton. Below decks are spacious quarters for an owner's party of four in two double staterooms abaft the amidships engine room and two crew members in a cabin with head and shower in the forepeak. A galley and dinette are forward of the engine room, reached from the deck-level salon by descending three steps. Equipment includes a sink, General Electric stove and oven and Frigidaire refrigerator/freezer. Both aft staterooms have ample stowage lockers and each has its own head, one with a stall shower. The wood-paneled salon is located above the engine room and furnished with wall-to-wall carpeting, a hi/lo table, and an L-shaped lounge. Aft is a spacious deckhouse joined by a partially-sheltered after deck large enough for alfresco dining and partying. The Grebe 55-footer is powered by twin 270-hp GM diesels and its Eletronic gear includes Bendix depth sounder, radiotele-Hung on Sheerline davits astern is a Boston Whaler. Electronic gear includes Bendix depth sounder, radiotelephone, direction finder and automatic pilot.

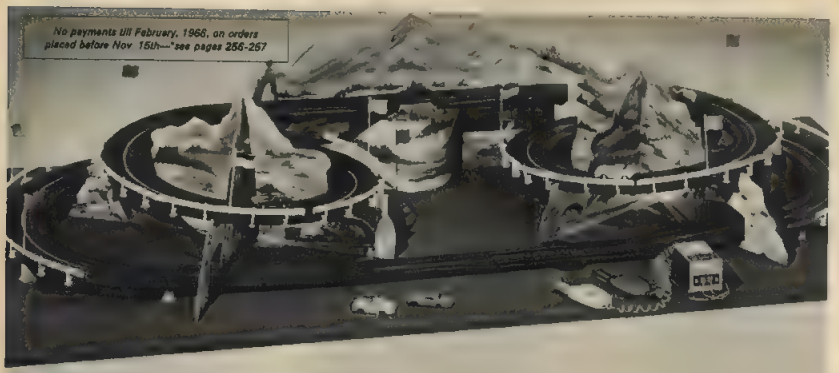


Honduras and African mahogany grace the walls of Westlake II's spacious salon whose furnishings include a hi-fi unit.

The after deck, partially sheltered by the deckhouse top, affords space and comfortable seats for open-air activity.



No payments till February, 1966, on orders placed before Nov 15th—*see pages 256-257



Excitement keeps a heart-pounding pace as cars take hairpin bends in the gruelling

Twin Peaks

Road race

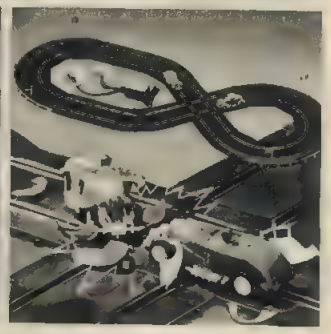
Exclusive with EATON'S **21.95** Cash or 3.00 monthly*

Pit your skill and nerve against the hazards of twisting hairpin turns and steep grades as cars fight out the gruelling laps of this thrilling mountain climb road race, the ultimate in home car racing excitement! Race-track is elevated by colourful, realistically painted cardboard mountain scenery. Set contains: scenery, four 6-inch straight track, two 9-inch straight track, twelve 9-inch curved track, two chicane hazard track (which makes cars suddenly come close together and then part), one power track, 14 fence sections, two model racing cars in realistic detail (Ferrari and Sting-Ray) plus two interchangeable car bodies (Mustang and Buick), two rheostat hand controls, 12-volt power transformer and automatic lap counter. Also decals for cars and fences, power cable and two extra wire contact brushes. A gift to fire any boys' imagination.
027 R 4519. ..... 3.00 monthly* or Cash 21.95

Will they make the jump? Eaton's gives you thrills and spills galore with

Thrill drivers' set **28.88** Cash or 4.00 monthly*

You'll need dare-devil skill as you jump 'em and bump 'em through the hazards in this special Thrill Drivers' Set. Includes: 21 straight track, 16 curved track, one short track, pre-wired power track, "cannon jump" ramp with return guide, "high sky" ramp with spinning clown, 17 guard rails, ten bridge and grade supports, 12 bricks for wall barrier, four "rears" for bumpy road hazard, two realistic scale model racing cars (Dodge 440 Coronet and Dodge "Sweptline" Truck) with racing and fence decals. Two pistol-grip rheostat hand controls with speedometers, 6-volt power transformer, six flag poles with flags and start and finish banner.
027-R 4520. Special Thrill Drivers' Set 28.88
Curved Track. For use with sets 027-R 4519, 027-R 4520 and 27-R 4168. Pieces are about 6½ by 9 ins. long, made of high-impact Polystyrene finished in asphalt black. Sold in pairs only.
27-R 4101. Curved track . . 2 for 1.33
Straight Track. Similar to above.
27-R 4102. About 6 by 5¾ ins. long 2 for 1.18



More exciting than the real thing . . . because you're at the controls!

Crash set **17.77** Cash or 3.00 monthly*

EATON'S Crash Set. Race them . . . crash them . . . watch them fly apart! Then simply snap the parts together to race again. You race cars around track—as they round the curve heading for the straight you decide whether they'll hit or miss. Either way it is terrific fun. Two pre-wired, gear-driven '37 Chevy Jalopies in contrasting colours with high-speed motors, rubber racing tires and hand-painted drivers race around the "figure 8" track. Set includes, 12 curved track, seven straight track, power track, cross track, 6-volt power transformer, two pistol-grip rheostat hand controls with speedometers, eight fence pieces and decals. Sure to make Christmas a "crashing" success!
27-R 4168. Set complete with cars and drivers 17.77

NOW
EVERYBODY WANTS

TRIK-Trak

No wires or transformer.
Simple to set up.
Room-to-room layouts.
Goes for hours!
EATON'S brings you this
latest road rally craze for

7.99

Also at 6.99 and 5.99

As the name says, the trick is in the track! No connecting track or wires are needed. Just set up the track pieces to suit yourself—form any number of different track patterns with realistic scenic backgrounds . . . run track under furniture or from room to room for variety! Close together or far apart, battery-operated racing car follows the track you set. Set includes 12 plastic tracks (eight curved, four straight), nine lithographed scenic track backgrounds, 6½-in. battery powered racing car. Trik-Trak rallying is the greatest fun ever.

27-R 4083. "C" battery included 7.99
27-R 4084. Trik-Trak Set same as above with four curved and two straight tracks . . . 5.99
27-R 4065. Trik-Trak Set same as above with seven curved and two straight tracks . . . 6.99
27-R 4081. Individual Trik-Trak Racing Car 2.98

Easy-to-set-up layouts

Cross-over Raceway Set. Thrill to the fascination of watching them take the curves . . . head up the overpass . . . and flash down the straight . . . with you at the controls! Set includes two colourful model racing cars with 2-speed hand controls, six curved track, five straight track, one Le Mans starting track, ten fence sections, four build-up pieces for overpass, two side and two overhead supports, and track fasteners. Runs on six "D" batteries (included)
27-R 4070. . . . . 9.98

Suspense is tingling as they whiz over and under the

Cross-over raceway

9.98 AT EATON'S

"Figure 8" Raceway Set. You can almost hear them "swish" by as they round the corners travelling fast. You use your skill to keep them on the road! Set includes six curved tracks, six curved fence sections, four straight track, two cross-over track, two lap counters, two racing cars with motors, two spare interchangeable car bodies, two battery-operated hand controls, four extra metal contact springs and 28 track joints. Runs on four "D" batteries (included).
27-R 4069. . . . . 4.69

Spend action-packed hours racing dad or a friend with

Switch-over raceway

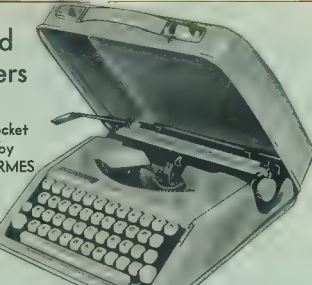
4.69 AT EATON'S

Imported Typewriters

MADE IN JAPAN

Valiant by BROTHER

Rocket by HERMES

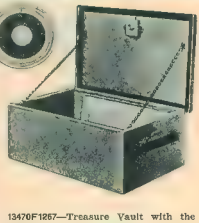


MADE IN SWITZERLAND

851N4250—The Valiant has: standard 44 keyboard; margin stops; space selector; shift lock; ribbon reverse; card holder; stencil position; backspace key; quick set margin; margin release; full size carriage return lever; touch selector. Complete with carrying case. **Pica type only.** Color; light blue Ship. wt. 15 lbs.

852N5412—**"Rocket."** Perfect for students, travelers, etc. Features include, line space lever, line space selector; margin stops; end-of-page indicator; carriage release lever; 3 ribbon position; variable for writing on ruled lines; margin release and jammed type bar release key; shift lock. Complete with carrying case. Pica or Elite type. **Specify.** Ship. wt. 13 lbs. Retail $73.70

SAFES FOR HOME OR OFFICE



16776F9797—**Major Safe.** Heavy all-welded construction which is fire and theft resistant. Functional interior features 2 removable drawers, 1 with lock. Exclusive built-in three-number combination lock with automatic re-locking action. Heavy bolts plus bank vault type lock bar hold the door securely closed. Prime, heavy gauge steel with baked enamel finish in Gray or Tan. Dimensions outside, 24" x 17⅛" x 23"; inside, 15" x 12" x 18½". U.L. Class "C" Label. **Specify color.** Ship. wt. 300 lbs. **F.O.B. New York Factory.**
Sugg. Retail $139.95

16777F5597—**Cadet Safe.** Same as above except size. Outside: 24" x 17⅛" x 14½". Inside: 15" x 12" x 9¼". Available in Gray only. Ship. wt. 175 lbs.
Sugg. Retail $79.95

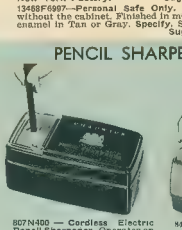
13459F10497—**Personal Safe with Cabinet.** Beautifully built genuine walnut cabinet in Walnut or Mahogany finish with antique brass hardware. Double, wide-opening doors provide easy access to the safe. Safe carries U.L. Class "C" Label and features heavy bolts with bank vault type lock bar . . . holds door securely closed at 3 points. Heavy all welded construction of heavy gauge prime steel Outside safe dimensions: 24⅛" x 17⅛" x 17¼"; inside, 15" x 12" x 13". Cabinet dimensions: 29¾" x 20" x 20". **Specify Finish.** Ship. wt. 350 lbs. **F.O.B. New York Factory.**
Sugg. Retail $149.95

13468F6997—**Personal Safe Only.** Same as above without the cabinet. Finished in metalescent baked enamel in Tan or Gray. **Specify.** Ship. wt. 240 lbs.
Sugg. Retail $99.95

13470F1267—**Treasure Vault** with the extra safety of a Combination 5-tumbler, 60 digit Safe Lock! Tremendous capacity. Heavy double steel walls lined with asbestos Includes "valuable paper" envelopes, luggage type handles and safety lid chains. Floentine finish in Dawn Gray. 14¼" x 9⅜" x 6½" H. Ship. wt 16 lbs. **F.O.B. Pennsylvania Factory.**
Sugg. Retail $18.95

16776F767—**Treasure Vault.** Same as above except with key lock.
Sugg. Retail $11.50

PENCIL SHARPENERS



841N2197—**Check Protector.** One setting and the entire amount is printed in one operation. Accommodates any size or type of check. Ra-inking supply stored in base of machine. New lustrous plated finish in Beige with Red print
Sugg. Retail $32.95

867N400 — Cordless Electric Pencil Sharpener. Operates on three ordinary "D" batteries (Batteries not included). Simple to operate; insert pencil for automatic sharpening. Highly polished Black plastic case with rubber bumpers to protect desk surface.
Sugg. Retail $5.95

841N897—**Pencil Sharpener.** Self starting at the touch of a pencil Operates on transistor type batteries at 9000 r.p.m. Precision ground steel cutter for peak performance. Styrene case in attractive beige color. Sugg. Ret. $12.95

A burglar-resistive unit for wall or concrete floor installation. Heavy machined cast-steel door and jamb, 2 locking bolts, 3 number combination lock. Inside: 13⅞" x 6"x10". Outside: 13¼"x6¼"x10¼". Wall mount panel 16½"x11". 6¼" door opening. Asbestos lined interior. Tan only. Ship. wt. 26 lbs **F.O.B. New York Factory.**
Sugg. Retail $43.95

Retail Prices Are Suggested Only and May Vary in Different Trading Areas

NEW FROM REMINGTON

THE WORLD'S MOST ADVANCED PORTABLES! With The Quality, Performance and Rugged Endurance of Office Typewriters!

Free! With every REMINGTON portable — the complete REMINGTON COLOR-KEY TOUCH-TYPING COURSE!

The Amazing New REMINGTON® ENVOY®II *with exclusive FLIP-TOP*

857N4956—Envoy II Typewriter
Specify Choice of Color and Type.
Sugg. Retail $63.70

Now, for the first time, you get quality, performance and rugged endurance at a low price. Exclusive new FLIP-TOP cover for utmost convenience, easy cleaning, quick access to ribbon spools. Protected by REMINGTON ARMOR/SHIELD — *tougher than metal*, won't chip, dent, rust. The same wonder material used in crash helmets and fine luggage. Complete with 2-color ribbon and stencil control plus many other features. In Dawn Blue or Desert Sand. Pica or Elite type.

This is PICA | This is ELITE

REMINGTON - *The World's First Name in Typewriters*

STREAMLINER MONARCH, FLEETWING and ARMOR/SHIELD are trademarks of SPERRY RAND CORPORATION

All New REMINGTON® MONARCH

The portable with 12 extra features usually found only on the most expensive typewriters!

- Quality-engineered for the sharp, crisp work of professional machines!
- Single key instantly sets or clears columns and indents. Adjustable guide for precise paper insertion.
- 2-color ribbon and stencil control lever. Automatic ribbon reverse.
- Custom-touch regulator — fast, feather-light action.
- In Charcoal Gray or Harvest Gold. Pica or Elite type.

868N6508—Monarch Typewriter
Choice of Gray or Gold, in Pica or Elite Type. Specify.
Sugg. Retail $84.43

REMINGTON® FLEETWING

The ultimate in portables! The finest in material and workmanship! Has most features found on full size office machines!

- Exclusive 11-inch carriage. Miracle Tab automatically sets carriage to stop for columns and indents. Personal Touch Regulator.
- Office-size 44-key, 88-character keyboard. Pica or Elite type.
- Protected by REMINGTON ARMOR/SHIELD — *tougher than metal* — virtually indestructible!
- In Azure Blue, Pearl Grey or Jade Green.

843N9025—Fleetwing Typewriter
Choice of either Blue, Gray or Green, in Pica or Elite Type. Specify.
Sugg. Retail $116.16

SMITH-CORONA

PORTABLE TYPEWRITERS

The All-New STERLING

BONUS FEATURES IN A FAMOUS PORTABLE

GALAXIE

WORLD'S FASTEST MANUAL PORTABLE

EXCLUSIVE FEATURES

- **STERLING**
  - Off-Size Keyboard
  - Quick-Set Margins
  - Interchangeable Platen
  - Touch Selector
  - Page Gage
  - Locked Type Bars
  - All Steel Frame and Jacket
  - Shipping Weight — 21 lbs.
- **GALAXIE**
  - Off-Size Keyboard
  - Quick-Set Margins
  - Key-Set Tabulator
  - Touch Selector
  - Interchangeable Platen
  - Forward-Slide Top Cover
  - Page Gage
  - Erasure Table
  - Shipping Weight — 22 lbs.
- **CORSAIR**
  - Office-Size Keyboard
  - Ever Control
  - Two-Color Ribbon
  - Graduated Paper Roll
  - Touch Selector
  - Unified Base & Case
  - Shipping Weight — 12 lbs.

88 CHARACTER KEYBOARD KEY-SET TABULATOR KEYBOARD CONTROLLED

Has all the extras — features, styling, performance, durability — for the finest in an **economical** family portable. New engineering advancements, improved touch for easier, more enjoyable typing. Specify Pica or Elite type and color choice (include alternate color selection).

729N7726—Sterling Typewriter. Available in Gray, Green or Blue, in Pica or Elite type. Specify color and type. Retail **$110.60**

PLUS Special Value at $3.95 with purchase of any Smith-Corona Portable . . . A New 10-Day Touch Typing Course

- Educator Approved Course of Study
- Five 7" Long Playing Vinyl Records
- Pressed by Columbia Records
- Handsome library style slipcase with Deluxe Portfolio
- Easel type, flip-over instruction book

Offer may be withdrawn at any time without notice.

Has lightning-fast response for effortless typing. Fits **everyone's** speed and rhythm. New concept in modern design. Exclusive piano-key action. All-steel frame and jacket. Mar-proof finish. Specify Pica or Elite type and color choice (include alternate color selection)

861N5520—Galaxie Typewriter. Available in Blue, Green or Gray, in Pica or Elite type. Specify color and type. Retail **$123.10**

Corsair

Most complete **low-priced** portable ever. Has Pre-Set Tabulation, Quick-Set Margins, and Page Gage, plus more than a dozen other features found on big office machines. Trim missile-age design and Cycolac body give it modern look and super-strength. Specify Pica or Elite type and color choice.

854N4286—Corsair Typewriter. Available in Tan or Blue, Pica or Elite type. Specify color and type. Retail **$79.35**

NEW: FAMILY-STYLE ROYAL® PORTABLES

With more important, exclusive features than other makes—more ROYAL typewriters are bought in America than any other brand!

FIVE-YEAR GUARANTEE ON ALL ROYAL PORTABLE TYPEWRITERS

Royal McBee guarantees replacement at no charge, other than labor and shipping, of any defective part (except rubber parts, ribbons, or parts damaged by accident or misuse) within 5 years of purchase. No labor charge within first 90 days. Guarantee covers only original purchaser.

The PARADE

Royal's compact with all the big machine features

The Parade is Royal's compact portable typewriter, but its "big-machine features make it the most versatile portable available at the price. **Key-set tabulator** easily sets and clears columns of words or numbers. Other features include: **Exclusive Touch Control . . . push-button variable line-spacer . . . full-size Board . . . 2-color ribbon with stencil cutter . . . 1, 1½, 2 line spacing . . . all metal frame and mash . . . Distinctive all-purpose case.**

862N5727—Parade Typewriter—Available in Red, Blue, and Gray, in Pica or Elite type. **Specify type and color.**

Retail $75.17

The SAFARI

- Magic Margin
- Twin-Pak Ribbon Change
- Deluxe Carrying Case

The Safari offers all the automatic features of the Royal Office typewriter—yet weighs less than 20 lbs. The Safari is the finest most rugged portable typewriter. Its feaures include: **Twin-Pak Ribbon** (changes ribbon in 10 seconds without touching ink).—**Magic Margin**—**Magic Column Set**—**Touch Control**—**Deluxe Airplane Luggage Style Carrying Case.** Shpg. wt. 22 lbs.

808N9547—Safari typewriter. Available in Blue, Red, Gray, and Gold in Pica or Elite type. **Specify color and type desired.**

Retail $122.16

UNIVERSAL®

PORTABLE TYPEWRITER made in Japan

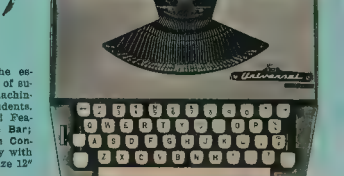
★ Light Touch . . . Light Weight

★ Dependable . . . Durable

Attractive, Convenient Carrying Case for Universal Typewriter

863N3750—This **Universal typewriter** is the essence of highest Japanese techniques. Made of superior materials with up-to-date precision machinery. Handy for businessmen as well as for students. **Dependable — Light Touch — Light Weight!** Features: **Carriage return; Shift Key; Space Bar; Margin Release; Carriage Release; Margin Control; Platen Release.** Available only in Gray with Elite type. Has convenient carrying case. Size 12" x3"x12". Wt. 8.8 lbs

Sugg. Retail $49.95



NEW PORTABLES

Remington Torpedo Mark I—with luggage-type carrying case.

864N9418—Torpedo Mark I Typewriter. Features: key-set tabulator; Automatic line finder and half-line spacer. Comes with hooded segment to prevent dust and dirt from falling in Keys, most frequently used, separated to prevent jamming. "No-Mar" rubber feet prevent creeping. Choice of Pica or Elite type. Specify. 2-Tone Gray only.

Sugg. Retail **$131.43**

865N9810—Same as above in Script type. 2-Tone Gray only.

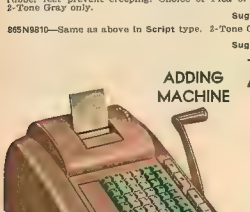
Sugg. Retail **$136.70**

STREAMLINER by Remington

866N4456—Streamliner Typewriter. Low-priced portable typewriter that offers quality features. The perfectly flat table-like base lets you type right on your lap. Features include: Two-position Paper Rail . . . Line Space and Carriage Return Lever . . . Margin Release . . . Back Space Key . . . Shift Lock . . . lightweight-rugged carrying cover. Pica Type. 2-Tone Gray/Black Color only. Wt. 12½ lbs.

Sugg. Retail **$53.33**

ADDING MACHINE



Remington
office machines

ADDING MACHINE With Direct Subtraction

844N8209—Remington Adding Machine. A low cost heavy duty hand operated adding machine, with direct subtracting and single stroke answers, speed your figure work. Jam-proof keyboard; automatic jump totals and subtotals; and self correcting keyboard. List 8, totals 8 columns.

Retail **$106.07**

ELECTRIC ADDING MACHINE

ELECTRIC ADDING MACHINE

856N12334—A fully electric adding machine, 115 Volts AC-DC. Ten key Keyboard with add bar, subtract bar, sub total, repeat, total, and correction. Column capacity 7 listing ($9,999.99), 8 totaling ($99,999.99). Attractively styled compact shrews beige case. Includes Instruction Book, Dust Cover, Roll of Tape and Ribbon. Size 14" long, 7" high and 9" wide. Shipping weight 24 lbs.

Retail **$159.37**

MODEL 100

WORLD'S FIRST
ELECTRIC PORTABLE ADDING MACHINE

MODEL 8

CASH REGISTER

CASH REGISTER

845N1042—Remington Cash Register. A hand operated bookkeeping cash register and an adding machine (self-balancing, this versatile machine subtracts paid-outs, your cash in drawer always balances with total on the tape; locked-in totals and subtotals; one-key, five-way look; tamper-proof tape; nine designation keys. Size: 18⅝" long, 13½" wide, 10¾" high. Ring-up $9,999.99. Total $99,999.99

Retail **$222.00**

ELECTRIC PORTABLE ADDING MACHINE

856N6559 — This truly compact electric adding machine combines business-machine performance with light-weight portability. It has a 10-key keyboard. Lists 8 columns ($99,999.99), totals 8 ($,999,999.99). Durable "cycolac" molded case. Transparent paper knife with serrated edge, conveniently located thumb platen roller. Built-in interlocks provide greatest accuracy in machine operation. Weight 8 lbs., size of base 6"x10".

Retail **$84.75**

Save big $30 on Remington adder-subtractor!

1 Operates simply, electrically—yet it can handle your heaviest figure work! Saves you time and money by speeding up office routine, eliminating costly bookkeeping errors. And it's reduced $30 . . . sold for $149.88 in Fall Catalog! Quick response, 10-key hand-span keyboard lets you add or subtract with just a touch. Multiplies, too. Total and sub-total keys, convenient repeat key, repeat subtraction key, Column indicator; keyboard clear key. Seven digit listing . . . totals to 999,999.99. 14x9x7 in. high. Beige plastic housing. 110-120V, AC. UL approved motor runs smoothly, quietly.
M55 J 4958. Express. (22 lbs.) No money down. $5 monthly. 119.88
55 J 4850. 6 rolls adding machine tape. (3 lbs. 12 oz.). Package 1.29

Save $20.27 on Starfire adder-subtractor!

2 It's electric—handles biggest office jobs. And you save $20.27 . . . sold for $99.77 in Fall Catalog! 8 column listing, totals to 9,999,999.99. Adds and subtracts; sub-totals continuously. 10-key keyboard operates with one hand. Repeat key; correction lever; tear-off bar; column indicator. Light Gray with Charcoal Gray plastic housing. Rugged steel frame; all metal working parts. Amazingly lightweight, too! 110-120V, AC. UL approved. Dust cover, roll of tape, 2-color ribbon and instruction book included.
M55 J 4990. Express. (17 lbs.). No money down, $5 monthly. 79.50
55 J 4850. 6 rolls adding machine tape. (3 lbs. 12 oz.) Package 1.29

With carry case

Was ~~57.88~~
49.88

Save! Royal "590" with big machine extras

Enjoy the convenience of this Royal portable typewriter and save . . . Fall Catalog price is reduced $8! Full-size office keyboard. 84 characters. 42 keys all with finger-form tops. Key-set tabulator lets you set and clear columns with a touch. Three-way line selector for single space and a half and double line spacing. Touch-set margin control. Ant. jam key disentangles jammed type bars.
Easy-to-read writing line lets you see quickly and clearly. Three built-in rulers help you type neater, more accurately. Full-size carriage; easy-change ribbon device; automatic manual ribbon reversal. Gray aluminum die-cast housing; spring steel type bars. Carrying case included. 5-year guarantee. 55 monthly.
M55 J 4975. PICA Type. Express. Shpg. wt. 16 lbs. 49.88
M55 J 4576. ELITE Type. Express. Shpg. wt. 16 lbs. . . 49.88

Page gauge signals space left on page

A full 88 character, office size keyboard

With a fully-molded vinyl carrying case

Smith Corona electric

9½-inch
Was ~~149.77~~ 129.88 No Money Down $6 Monthly

- Easy-adjusting impression control dial
- Wider-range individual touch selector
- Time-saving automatic repeating action
- Huge $20.07 savings from Fall Catalog

So well made it's guaranteed 5 years! Sets and clears columns, margins quickly. Automatic repeat action for underscoring, dots, dashes, X's. Erasure tape, carry case. Script type uses 1-color ribbon. State Blue or Gray. Free Express.

	PICA TYPE		ELITE TYPE		SCRIPT TYPE	
Carriage	Catalog no.	Price	Catalog no.	Price	Catalog no.	Price
9½ inch	M55 J 4583	$129.88	M55 J 4584	$129.88	M55 J 4585	$129.88
12-inch	M55 J 4558	179.50	M55 J 4556	179.50	M55 J 4961	179.50

3 STURDEX ATTACHE case with a luxury look! Rugged vinyl-coated composition body resists scuffs, dents. Metal corners protect at points of maximum wear. 4 file pockets in cover; built-in desk in bottom. Secure locks. State: Black or Ginger. 18x12x4½ in. Actual 6½ lbs.
298 J 4755. Mail . 14.95

4 BOLTARON ATTACHE. Molded vinyl Aluminum frame; vinyl lining. State: Olive Green or Jet Black. 17x13x3½ in. Five pockets. Actual wt. 4½ lbs.
295 J 4764. Mailable .7.95

17x13x5 in. 7 pockets; removable desk divider. Act. wt. 5½ lbs. State color.
298 J 4767. Mail . . .10.95

See page 269 for Budget Power—buy all your needs at Spiegel

Spiegel 100th Anniversary

INCREDIBLY PRICED!

SMITH-CORONA 37.99 "STAR-RITER"

Standard Model

So inexpensive—perfect for students ☆ Self contained in carrying case
Full 84 character office size keyboard ☆ Convenient standard size carriage
Fully visible easy-set margin stops ☆ 5-year Smith-Corona guarantee

Standard "Star-Riter." A gift they'll remember for years! The Smith-Corona "Star-Riter" features space-age styling and convenience—one of the most complete, most dependable low priced typewriters ever! Boasts big machine features, yet it's lightweight and compact. Weighs only 9 lbs., yet it's engineered to endure years of heavy use. Blue enamel finish. Black and Red ribbon. See p. 136 for guarantee.
MSS J 4500. PICA TYPE. Express. (14 lbs.) No money down. Low terms . . . 37.99

Deluxe "Star-Riter". Same features as above, plus: pre-set tabulator, page gauge that indicates space left from bottom of paper, pressure control, paper support arms and half spacing control for quick corrections. See p. 136 for guarantee.
MSS J 4501. PICA TYPE. Express. (14 lbs.) No money down. Low terms . . . 39.99

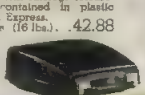
GOOD—*Remington Bel-Air, a great Christmas value!*

Was ~~49.77~~ 42.88 $5 Monthly

- Extra value—big machine features for easy and efficient typing!
- Amazingly lightweight and compact . . . easy to carry and store!
- Bonus—a free touch-typing course

The "Bel Air"—what a gift! Remington quality, big machine features, plus typing course . . . and you save $6.89 from Fall Catalog. 84 character keyboard; standard size carriage; easy-set margins with release key; automatic and manual ribbon reverse; back space; right and left shift key with lock; single, double spacing with release. Starlight Blue. Self contained in plastic case. One color ribbon. Express. Shpg. wt. 16 lbs.

M55 J 4588 PICA Type (16 lbs.) . 42.88



Self-contained in plastic case

Remington and Smith Corona

Guaranteed 5 Years

Return typewriter to manufacturer or dealer if it shows any defects in materials or workmanship, within 5 years from the date of purchase. Any defective part will be replaced at no charge, except for shipping and labor. If any part is defective within 90 days of the purchase date, there will be no charge for labor. Rubber parts, ribbon or cleaning or damage caused by accident, mis-use or neglect are not included in this guarantee.

BETTER—*the popular Remington Star-Tab*

Was ~~79.77~~ 69.88 $5 Monthly

Better because of its Armor-Shield body that won't dent, chip or shatter. Boasts many office machine features, some not found in machines under $90 . . . and it's reduced 59.89 from Fall Catalog! 84 char. keyboard, standard carriage, single tab key; touch regulator; segment shift, single double, triple line spacing; stencil cutter; automatic ribbon reverse. 2 tone Gray with carry-case. One color ribbon, typing course. Express. (19 lbs.)

M55 J 4512 ELITE Type 69.88 M55 J 4511 PICA Type 69.88

BEST—*the slim Galaxie II by Smith Corona*

Was ~~109.88~~ 89.88 $5 Monthly

Buy now—save $20 from Fall Catalog! Best because of added features—jeweled main bearing for ultra precision! 88 character keyboard, standard size carriage; quick set margins; personal touch selector; keyset tabulation; single, double and triple line spacing, page gauge that adjusts for 8 to 11-in. paper; sturdy carrying case. Metallic colors: Blue or Gold. State color. Express Shpg. wt. 22 lbs. No money down. $5 monthly.

M55 J 4543 ELITE Type 89.88 M55 J 4542 PICA Type 89.88

Use Budget Power for a brighter Christmas on the same old income

T. COHN INC.

DART RIFLE TARGET GAME

Powerful plastic rifle with 3-safety rubber tip darts & metal lithographed target.

Stock No.	Mfg. No.	Wt. ctn.	Each
499-962	1	10 lbs.	$ 1.00

Twenty-four in a carton

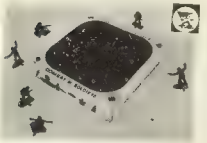
SPECIAL FORCES TOMMY GUN

Highly detailed sturdy plastic gun & complete with clip for bullets. Shoots harmless plastic bullets. Size, 22-inches.

Stock No.	Mfg. No.	Wt. ctn.	Each
499-970	3	22 lbs.	$ 1.30

Twenty-four in a carton

SOLDIERS



100-pieces assorted Military figures. Gift box in a shrink-pack-wrap.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-453	27	20 lbs.	$ 1.00

Twenty-four in a carton

COWBOYS AND INDIANS

100-pieces assorted Cowboys/Indians, gift-boxed in a shrink-pack wrap.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-461	29	20 lbs.	$ 1.00

Twenty-four in a carton

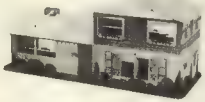
JR. MARKSMAN SHOOTING GALLERY

Multi-action decorated metal shooting gallery with plastic ducks & various targets. Two pistols and 4-darts.

Stock No.	Mfg. No.	Wt. ctn.	Each
499-988	141	25 lbs.	$ 2.00

Twelve in a carton

SPLIT LEVEL DOLL HOUSE

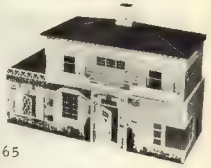


Fully furnished and colorfully lithographed, polyethylene furniture & 32¼-inches long; 13-inches wide & 14-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
491-803	750	33 lbs.	$ 8.00

Four in a carton

COLONIAL DOLL HOUSE



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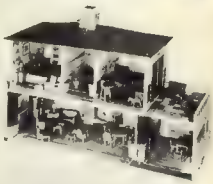


2-story, six room metal lithographed doll house, fully furnished with modern unbreakable furniture. Made of Polyethylene. Length, 23¼-inch, Width, 9½ inch and 17½-inches high.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-511	765	42 lbs.	$ 6.00

Six in a carton

WOODEN DOLL HOUSE

Made of Masonite.
Complete with plastic furniture.

Stock No.	Mfg. No.	Wt. ctn.	Each
498-584	775	46 lbs.	$ 16.95

Three in a carton

T. COHN INC.

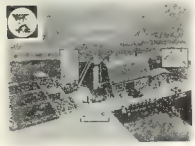
TRI-LEVEL SERVICE STATION

Multiple parking, has revolving car lift, grease rack, pumps, accessories, plastic cars and attendents. Nuts and bolt assembly. Size, 25-inches long. 14½-inches wide.

Stock No.	Mfg. No.	Wt. ctn.	Each
478-529	800	36 lbs.	$ 6.00

Six sets in a carton

BLUE RIBBON FARM SET

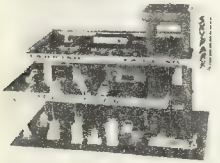


Consists of- 165-pieces to make up a complete mechanized farm set and barn is lithographed metal. Size, 23 by 9 by 12-inches.

Stock No.	Mfg. No.	Wt. ctn.	Per Set
477-273	856	28 lbs.	$ 10.00

Four in a carton

MOTORIZED SERVICE STATION



Three-story metal parking garage and service station with motor driven elevator, plastic pumps, cars and truck and accessories. 26½-inches long; 14½-inches wide and 17¼-inch high.

Stock No.	Mfg. No.	Wt. ctn.	Each
470-229	899	38 lb.	$ 10.00

Four in a carton

elco

The Finest in Leather

"CAMEO" Ensemble by Elco

In Soft, Supple Luster-Mellow Cowhide
Beautifully Adorned with Delicate Cameos

An unusual and stylish ensemble in luxurious Luster-Mello Cowhide . . . soft and richly textured. Elegant Cameos enhance the beauty of each piece. Blue, Red, Gold, White or Black. Specify.

4301L600—Clutch Purse. Triple frame—3 compartments for change, etc. Large zipper pocket, pass case. Specify color. Sugg. Retail $12.00

4302L450—French Purse. Triple frame, two change purse compartments. Double bill pockets, removable pass case, extra card pockets. Specify color. Sugg. Retail $5.00

4303L450—Billfold. Double bill compartment, one with zipper. Removable pass case. Large change purse with "Magic Coin Drop"—just drop coins through slot without opening billfold. Specify Color. Sugg. Retail $9.00

4304L225—Key Case. Four removable Gold plated swivel hooks. License pocket. Specify color. Sugg. Retail $4.50

4305L225—Cigarette Lighter. Gold plated. Specify color. NOT TAXABLE. Sugg. Retail $4.50

4306L375—Cigarette Case. Holds king or regular size. Gold plated snap-top frame. Specify color. NOT TAXABLE. Sugg. Retail $7.50

LADIES' ENSEMBLE IN OSTRICH-GRAINED CALFSKIN

A styling rich in eye appeal in soft supple cowhide, grained to resemble luxurious Ostrich leather. In Bone or Tan colors. Specify.

	Sugg. Retail
4307L750—Clutch Purse. Triple frame with 3 compartments for change, etc.	$15.00
4308L575—Billfold. Slim, slender style with removable "fanfold" passcase.	11.50
4309L600—French Purse. Triple frame, removable pass case.	12.00
4310L375—Cigarette Case. Holds king size or regular size. NOT TAXABLE.	7.50
4311L225—Cigarette Lighter. NOT TAXABLE.	4.50

LADIES' SADDLE COWHIDE ENSEMBLE

Fashion tailored for ladies in luxury soft saddle leather. Delicate embossed design. Silk lined except leather lined double clutch. Natural Tan.

	Sugg. Retail
4682L575—Billfold. Removable passcase, secret pocket.	$11.50
4683L600—French Purse Carryall, Two 6" triple frame sections, 4 large pockets.	12.00
4684L750—Double Clutch. Extra large, 4 full pockets. Two 6" triple frame sections.	15.00
4685L275—Key Case. 4 removable hooks, license pocket.	5.25

"GOLDEN ACCENT" ACCESSORIES FOR MILADY

Courtly splendor in fine hand grained English Morocco leather Black with Gold trim or Red with Gold trim. Specify.

	Sugg. Retail
4687L575—French Purse. Double bill section, removable passcase.	$11.50
4688L750—Clutch. Large purse pocket, inside pocket. Passcase.	15.00
4685L575—Billfold. Double bill compartment, secret pocket. Removable passcase.	11.50
4689L275—Key Case. 4 removable hooks, license pocket.	5.25

Items Subject to 10% Federal Excise Tax Except As Noted

PASSCASE MODEL
Ever popular removable passcase model, accommodates photos, credit cards. Features smart new hidden closure; silk lining.

FLATFOLD MODEL
Designed for thinness. Folds incredibly flat. Features color coded removable acetate inserts for photos, identification; silk lining.

DELUXE
BILLFOLDS
IN THE WORLD'S MOST EXPENSIVE LEATHERS
BY COACH

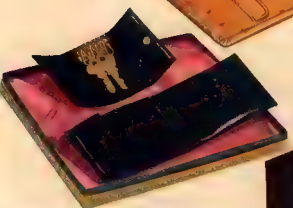
CALFSKIN—Black or Brown
Admired the world over, fine calfskin is the most sought after of billfold leathers. No other leather, so luxuriously soft to the touch, wears so well

4260L355	Black Passcase Model	Retail $7.50
4262L355	Brown Passcase Model	Retail $7.50
4261L355	Black Flatfold Model	Retail $7.50
4263L355	Brown Flatfold Model	Retail $7.50

GENUINE OSTRICH—Natural
The ostrich of South Africa is prized for its distinctive quill marked skin. The rarest, most luxurious of all leathers.

4268L1750	Passcase Model	Retail $35.00
4269L1750	Flatfold Model	Retail $35.00

Retail prices are suggested only and may vary in different trading areas.



GIFT SET
A handsome gift for any man—passcase billfold with matching 6-hook key case in soft, smooth French Kidskin leather. In smart silk lined gift box.

4690L525—Black Set		Retail $10.00
4691L525—Brown Set		Retail $10.00

"3-FOLDER" WALLET

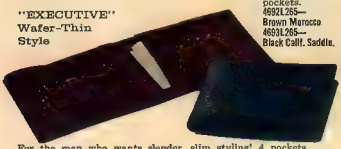
12 accordion windows for credit cards, photos. Open top for bills. 3 card pockets.

4692L265—		
Brown Morocco		Ret. $5.00
4693L265—		
Black Calif. Saddle		Ret. $5.00

GENUINE ALLIGATOR
Black or Brown
The elegance of fine genuine Alligator is widely acclaimed. Here is a leather so precious, it is bought and sold by the inch.

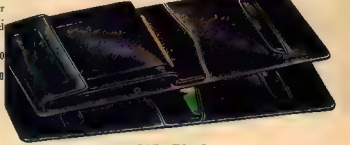
4266L1750	Brown Passcase Model	Retail $35.00
4469L1750	Black Passcase Model	Retail $35.00
4267L1750	Brown Flatfold Model	Retail $35.00
4410L1750	Black Flatfold Model	Retail $35.00

"EXECUTIVE"
Wafer-Thin
Style



For the man who wants slender, slim styling! 4 pockets, one with "tuck-tite" flap closure. Rich English Morocco leather.

4694L340—Brown Morocco Billfold		Retail $7.50
4695L340—Black Morocco Billfold		Retail $7.50



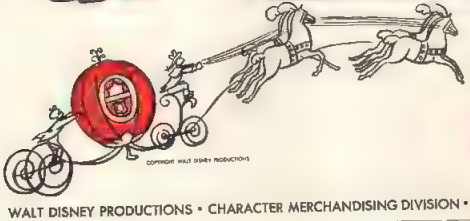
GENUINE PINSEAL—Black
From the frozen Arctic, Genuine Seal is one of the scarcest of luxury leathers. Natural oils give the suppleness so necessary in a fine leather billfold.

4284L825	Passcase Model	Retail $20.00
4285L825	Flatfold Model	Retail $20.00

When you make more than a billion impressions through top-rated network and local TV shows...

When you...
star in a multi-million dollar promotion in magazines, newspapers & comic strips

...and have your name on millions of items in stores all over the country



You're...
WALT DISNEY'S
CINDERELLA
(released nation-wide in June)

WALT DISNEY PRODUCTIONS • CHARACTER MERCHANDISING DIVISION • 477 MADISON AVE., NEW YORK, N.Y. 10022

#3 12/8/64

WESTERN HUNTING KNIVES

HUNTING KNIFE ASSORTMENT

Western. Six different styles of Western fast-selling knives. They are hand-crafted from high carbon cutlery steel for extra toughness, strength and edge holding.

D 753 921) **HK12** - Assortment of 12 knives and leather sheaths with a 3-color counter display. Size, 12" wide x 16" high. . . . . Will bring Retail, **$47.30** . . . . **Ea, OANA**
1 assortment in a carton—weight, 7½ pounds

Contents of assortment:

2 each - No. L39 Knife and sheath
2 each - No. 648 Knife and sheath
2 each - No. L66 Knife and sheath
2 each - No. L48B Knife and sheath
2 each - No. L48ABG Knife and sheath
2 each - No. L28 Knife and sheath

AXE-KNIFE COMBINATION

D 524 173) **L6610** - Axe-knife combination with cowhide sheaths that can be worn as single combination unit or separate. L66 knife with 4½" sabre blade – axe has 2½" blade and is 10¾" long. Both have leather handles. Retail, **$9.50** . . . . . **Ea, BLY**
6 sets in a carton -- weight, 10 pounds

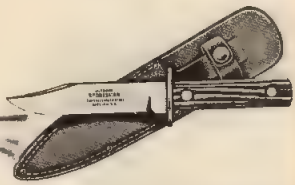
AXE-KNIFE COMBINATION

D 524 199) **F3914** - Axe-knife combination with cowhide sheaths that can be worn as single combination unit or separate. F39 knife with 5" blade – axe has 3" blade and is 12⅜" long. Both have aluminum and black fibre discs handles. Retail, **$12.00** . . **Ea, LOY**
6 sets in a carton -- weight, 17 pounds

HUNTING KNIVES

Utica Sportsman hunting knife with butt end stag pattern handle. Blade made of tough carbon steel. Has heavy top grain embossed leather sheath with snap button strap.

(753 962) **H 21**—Blade 4½" long. Overall length, 8½". Retail, **$1.80**. . . . . Each, **DOY**
Six in a box—weight, 1½ pounds.



Utica. Outdoor sportsman hunting knife, Hardened and tempered, sabre ground, full gauge, polished protecting guard, 3 tang construction, stag pattern handle, brass rivets. Each knife in leather sheath.

*884 148) 2095 - Overall length, 8¾". Blade length, 4¼". Weight dozen, 4¼ per pounds. Retail, **$1.00**. . . . . Each, **LT**
12 in a box.

HUNTING KNIFE ASSORTMENT

D 524 231) **HK7** - Counter display (15" high x 13" wide) with assortment of 6 knives -- one each of Nos. L28, 648B, 648, L48A, L66 and L40. . . . .
Retail value **$23.55** . . . . . **Ea, DTDN**
Packed in 1 carton -- weight, 2 pounds

HUNTING KNIFE

Estwing. Sportsman's knife with embossed leather sheath. Tempered keen sharp cutting edge with genuine leather grip. Polished and lacquered.

*504 852) **E2** - Knife with sheath.
Blade, 4½". Overall length, 8½".
Retail **$2.98** . . . . . **Each, DZX**
6 in a box

WESTERN HUNTING KNIVES

12/8/64 #2

D 524 090) W49 - Blade, 9½", Overall, 14⅜". Blade steel extends full length of handle. Rosewood grips with solid brass guard. Clip point blade. Cowhide scabbard. . . . . Ea, LXL
Retail, $12.95 . . . . . 6 in a box -- weight 3 pounds

HUNTING KNIVES

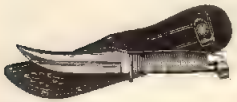
The tough steel of Western cutlery knives extends all the way through the handle in a double-tang. Leather "washers", special plastic, durable pearl composition or bone stag forming the handle are locked in place. Blades are hand ground of high carbon electric furnace chrome-vanadium cutlery steel. End knobs are streamlined and locked in place.

D 754 325) 648 - Blade, 4⅜". Overall size, 8". Blood groove blade. Bone stag handle. Tooled leather tubular sheath. . . .
Retail, $4.50 . . . . . Ea, OLY
6 in a box--weight, 2 pounds

D 754 242) F66 - Sabre blade knife with black leather sheath. Blade length 4½". Overall length, 8¼" . . . . . .
Retail, $4.75 . . . . . Ea, OAB
6 in a box--weight, 2¾ pounds

D 754 267) L66-4½ - Blade, 4½". Overall size, 8½". Sabre blade. Leather handle. Tubular sheath. Retail, $4.25 . Ea, OBX
6 in a box--weight, 1½ pounds

D 754 002) L36-5⅛ - Blade, 5⅛". Overall size, 9½". Flat sheath. . . . . .
Retail, $4.95 . . . . . Ea, OZL
6 in a box--weight 3¼ pounds

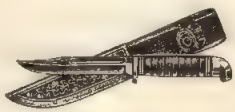


D 754 028) F39 - Sabre blade knife with black leather sheath. Blade length, 5". Overall length, 9¼" . . . . . .
Retail, $4.75 . . . . . Ea, OAB
6 in a box--weight, 2½ pounds

D 754 127) F48A - Blood groove blade knife with black leather sheath. Blade, 4⅞" long. Overall length, 8" . . . . .
Retail, $4.25 . . . . . Ea, OBX
6 in a box--weight, 1¾ pounds

D 524 108) L39 - Blade, 5". Overall 9¼". Sabre ground blade. Leather handle. Tooled leather flat sheath.
Retail, $4.50 . . . . . Ea, OLY

D 524 132) L40 - Same as above except 4⅞" blade and 8" overall. . . . . .
Retail, $3.95 . . . . . Ea, ONL
6 in a box -- weight, 2 pounds



D 754 168) L48A - Blade, 4⅛". Overall size, 8". Decorated leather handle. Blood groove blade. Tooled leather tubular sheath. Retail, $3.95 . . . Ea, ONL
6 in a box—weight, 1¾ pounds

(524 157) 648B - Blade 3⅝", Overall, 7⅛". Flat ground blade. Stag handle. Tooled leather tubular sheath. . . . . .
Retail, $3.95 . . . . . Ea, ONL
6 in a box -- weight, 2 pounds

D 754 143) F48B - Sabre blade knife with black leather sheath. Blade length, 3⅝". Overall length, 7⅛" . . . . . .
Retail, $3.75 . . . . . Ea, ONB
6 in a box--weight, 1½ pounds

D 524 215) L48B - Blade, 3⅝" Overall, 7⅛". Flat ground blade. Leather handle. Tooled leather tubular sheaths
Retail, $3.50 . . . . . Ea ODY
6 in a box -- weight, 2 pounds

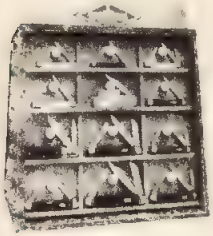
D 754 184) P48B - Blade, 3⅝". Overall 7⅛". Sabre blade without blood groove. Red and ivory plastic handles. Embossed leather tubular sheaths . . . . . .
Retail, $3.50 . . . . . Each, ODY
6 in a box--weight, 1 pound

D 753 988) L28 - Blade, 3", Overall, 6¼". Flat ground blade. Features hole in end knob for chain or leather thong. Decorated leather handle. Tooled tubular sheath. Retail $2.95. . . . . Ea, DLX
6 in a box--weight, 1½ pounds

WESTERN POCKET KNIVES

12/8/64 #2

POCKET KNIFE ASSORTMENT



Western. Glass covered counter pocket knife display in attractive ceda-wood finish Size, 14" high x 12" wide x 7" deep.

D 524 058) PK36 - Display case with assortment of 36 knives - 3 each of Nos. 241, 242, 243, 381, 441, 442, 445 652, 6504, 426, 742, and 822. . . . . Retail value **$126.90** . . . . . **Ea, LEDT**
Packed in 1 carton -- weight, 10 pounds

Case only

D 524 074) PK36E - Display case free with order of 18 pocket knives of your choice. . . . . No Charge
1 in a carton -- weight, 9 pounds

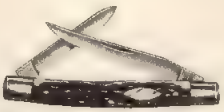
WESTERN KNIVES

All Western knives are master crafted from special alloy, high carbon cutlery steel accurately hardened and tempered to make each blade stronger, tougher and easier to keep sharp individually boxed.

D 523 712) 292 - Stag handle. Master clip and regular pen blades. Length closed, 2⅜". Retail, **$2.95** . . . . . **Ea, DLX**
6 in a box

D 523 738) 441 - Pearl composition handle. California clip and thin pen blades. Bolsters styled with bevel-edge. Length closed, 2⅜". Retail, **$3.25** . . . . . **Ea DZB**
6 in a box

D 523 654) 241 - Pearl composition handle. Pen and master clip blades. Bolsters styled with bevel-edge. Length closed, 2⅜". Retail, **$2.95** . . . . **Ea, DLX**
6 in a box

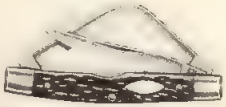


D 523 753) 442 - Stag handle. California clip and thin pen blades. Bolsters styled with bevel-edge. Length closed, 2⅜". Retail, **$3.25** . . . . **Ea DZB**
6 in a box

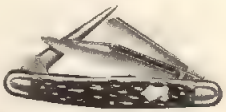
D 523 670) 242 - Stag handle. Pen and master clip blades. Bolsters styled with bevel-edge. Length closed, 2⅜". Retail **$2.95** . . . . . **Ea, DLX**
6 in a box

D 523 795) 652 - Stag handle. California clip and pen blades. Length closed, 3⅛". Retail, **$3.25** . . . . . **Ea, DZB**
6 in a box

D 523 696) 243 - Pearl composition handle. Master clip, pen and slim surgical lance blades. Bolsters styled with bevel-edge. Length closed, 2⅜" . . . Retail, **$3.75** . . . . . **Ea, OXB**
6 in a box



D 523 779) 445 - Stag handle. California clip, short pen and sheeps foot blades. Bolsters styled with bevel-edge. Length closed, 2⅜" . Retail **$3.95** . . . . . **Ea, ONL**
6 in a box



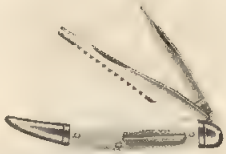
D 523 811) 657 - Stag handle. Master clip, punch, and concave ground spay blades. Length closed 3⅛". . . . . Retail, **$4.25** . . . . . **Ea, OBX**
6 in a box

D 523 852) 6504 - Whittlers' knife. Stag handle. Heavy gauge pocket, extra thin coping and extra thin clip blades. Length closed, 3⅜". Retail, **$4.25** . . . . **Ea OBX**
6 in a box

#2 12/8/64

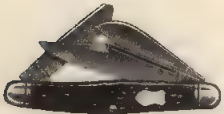
WESTERN POCKET KNIVES

D 523 837) 658 - Stag handle. Master clip, sheeps foot and concave ground spay blades. Length closed, 3⅞" . . . . . Retail, **$4.25** . . . . . **Ea, OBX**
6 in a box



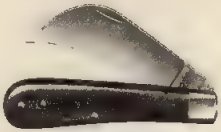
D 523 936) 751 - Fishing knife. Yellow composition handle. Has stainless steel master clip and scaler blades. Hook sharpening stone in handle and hole in bolster for straightening fish hooks. Length closed, 4⅜" . . . . . Retail, **$4.50** . . . . . **Ea, OLY**
6 in a box

D 523 977) 062WS - Folding hunting knife. Stag handle. Heavy clip and California skinning blades 3⅞" long. Length closed 5¼". Leather belt sheath. . . . . Retail, **$5.95** . . . . . **Ea, NBL**
6 in a box



D 523 894) 742 - Premium stockman's knife. Stag handle. Master clip, sheeps foot, and concave ground spay blades. Length closed, 4". Retail, **$4.75** . . **Ea, OAB**
6 in a box

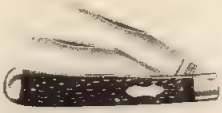
D 523 993) 822 - Barlow pattern knife. Saw pattern handle. Master clip and pen blades. Bolsters on one end. Length closed, 3⅜" . . . . . Retail, **$2.50** . . . . . **Ea, DBY**
6 in a box



D 524 033) 854 - Utility knife. Brown plastic handle. 2¾" pruner-type blade with lock to hold blade open. Length closed, 4". Retail, **$3.50** . . . . . **Ea ODY**
6 in a box

D 523 878) 426 - Stockman's knife. Stag handle. Master clip, sheeps foot, and concave ground spay blades. Length closed, 3⅝". Retail, **$4.50** . . . . **Ea, OLY**
6 in a box

D 523 951) 901S - 4-blade campers knife. Stag handle. Stainless steel blades and springs. General purpose, punch, screwdriver with cap lifter and can opener blades. Complete with leather belt snap. Length closed 3½" . . . . . Retail **$4.95** . . . . . **Ea, OZL**
6 in a box

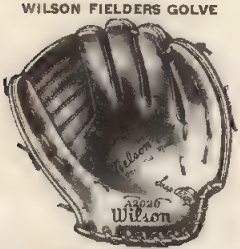


D 523 910) 691 - Trapper's knife. Stag handle. Skinning and boning blades. Length closed, 4¼" . . . . . Retail, **$4.75** . . . . . **Ea, OAB**
6 in a box

D 524 017) 381 - Pen knife. Handle, blades and springs are stainless steel. Master clip blade and nail file blade cuts on both sides. Length closed, 3" . . . . . Retail, **$2.95** . . . . . **Ea DLX**
6 in a box

BASEBALL GLOVES

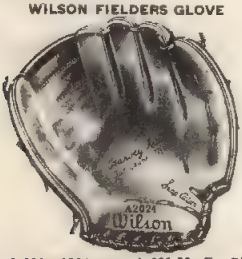
WILSON FIELDERS GOLVE



D 170 407)A2020 - Retail, $28.50 . Ea, DEOY

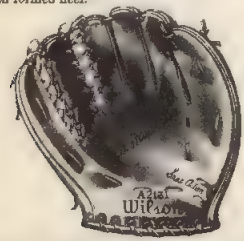
Nelson Fox personal model made of selected glove leather with full leather liming, leather laced palm, and leather lacing at wrist and finger tips. Fully welted and has durable roll leather binding. Large, two-piece solid triple-lock web, and large, greased grip-tite pocket. One-piece thumb and palm construction. Adjustable wrist strap.

WILSON FIELDERS GLOVE



D 159 988)A2024 - Retail, $21.00 . Ea, DNAY
D 518 134)A2026 - Right hand. . . Ea, DNAY

Harvey Kuecn autographed model. Made of fine glove leather with one-piece palm and thumb construction. Has large, grip-tite, deep-well pocket, with new snap-action lacing, for flexeasy action. Adjustable, tie-down wrist-strap. Leather laced palm, thumb, crotch and little finger. Solid triple-lock web. Full cowhide lining, rolled leather binding, and wool felt pad with formed heel.



D 684 928) A2131 - Retail, $18.50. Ea, DXOB
D 170 464) A2133 - Right hand . . Ea, DXOB

"Ball Hawk Six" model made of prime glove leather with full leather lining and tough, roll leather binding. One-piece palm and thumb construction and fully welted back fingers. Leather lacing at wrist and finger tips, and in palm. Greased pocket. Wide, adjustable wrist strap.

WILSON FIELDERS GLOVES

D 518 159)A2914 - Retail, $17.50 . Ea, DYTL
D 170 506)A2916 - Right hand. . . Ea, DYTL

Luis Aparicio pro style glove with large, ball trapping two-piece leather tie-down web, and deep, grease-set pocket. Made of willow cowhide leather with full leather lining and with roll leather binding and fully welted seams. Has leather lacing in palm and at wrist. Buck fingers retain playing shape. Adjustable wrist strap.

D 170 522) A2945 - Retail, $12.50 . Ea, LEY

Al Kaline fieldmaster glove made of willow cowhide leather with full leather lining. All seams are welted and welted back fingers hold their playing shape. Features lock-tite double X tie-down web, wide and deep grease-set pocket, flat leather binding, and leather laced palm, wrist and fingertips. Adjustable wrist strap.

D 170 944) A2980 - Retail, $6.00 . . Ea, NZB
D 178 969) A2982 - Right hand . . . Ea, NZB

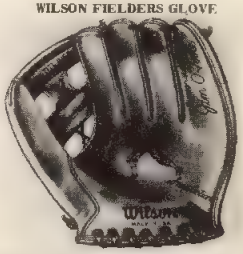
Jim Davenport model glove with overlap tie-down web and deep grease-set pocket. Willow cowhide leather with palm and thumb lined. Durable flat style binding and fully welted seams. Back fingers shaped to play smoothly. Leather laced palm and finger tips. Button-down wrist strap.

WILSON FIELDERS GLOVES

D 518 175) A2964 - Retail, $10.00 . Ea, EOY
D 170 928) A2966 - Right hand . . . Ea, EOY

Fast fielding glove auto. ghed by Bob Allison. Made of fine grade glov leather and lined with leather throughout. Has large tie-down web, deep grease-set pocket, and flat leath r binding with fully welted seams. Welted back fingers perfectly shaped for play. Leather laced finger tips and wrist Button. Down wrist strap.

WILSON FIELDERS GLOVE



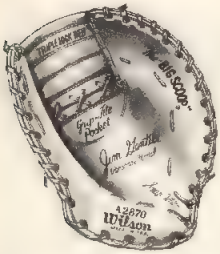
D 439 299) A2965 - Retail, $7.50 . .Ea, TLY
D 439 315) A2967 - Right hand . . . Ea, TLY

Jim O'Toole model. Made of cowhide leather. Lock-tite web securely anchored by leather tie-down. Snap action heel lacing. Grip-tite pocket. Streamline back fingers. Leather lining. Button-down wrist strap. Fully welted seams and nylon thread stitching.

12/15/64 #3

BASEBALL GLOVES AND MITTS

WILSON BASEMEN MITT



D 170 985)A2870 - Retail, $20.00 . Ea. DOYX
D 171 009)A2872 - Right hand. . . Ea DOYX

"Tru-Trap" pro style glove made of durable, prime mitt leather with deep, grease-set grip-tite pocket. Comfortable full leather lining with fibre stiffeners in thumb and finger sections. Has snap-action leather palm lacing, thumb and little finger loops, and finger stall gives greater ball control. Flat leather binding. Adjustable and shearling lined wrist strap.

WILSON CATCHERS MITT

D 684 902)A2546 - Retail, $18.00 . Ea, DOYX

Hal Smith model. Two-piece web anchored. Grease-set, grip-tite pocket. Good grade mitt leather. Strong welted crotch. Non-shifting felt padding. Adjustable and shearling lined wrist strap insures comfortable secure fit.

FIELDER'S GLOVE

D 438 010) 247 - Retail, $12.00 . . . Ea, LOY
D 438 036) 247FR - Right hand. . . .Ea, LOY

Professional model fielder's glove. A real masterpiece. Large size. Top grain cowhide, cork finish.

FIELDER'S GLOVE

D 437 970) 220 - Retail, $9.00 . . Ea, BTY
D 437 996) 220FR - Right hand. . . Ea, BTY

One-piece laced palm and web. Cork finish, top grain cowhide cover. New narrow heel design, double hinge palm. Rawhide lace, leather-lined wrist band.

WILSON BASEMEN MITT

D 171 025) A2885 - Retail, $13.50 . Ea, ADB
D 518 191) A2887 - Right hand. . . . Ea, ADB

Orlando Cepeda "Tru-Trap" model glove features web perfectly shaped for fast action, and deep, grease-set grip-tite pocket. Made of selected mitt leather with leather lined palm. Thumb and finger loops, and fibre inserts to reinforce thumb and finger sections. Adjustable wrist strap.

WILSON CATCHERS MITT

D 171 082)A2560 - Retail $16.00 Ea. DYEL

Bob Schmidt model mitt with anchored V-type web, and grease-set grip-tite pocket. Durable break, twin-action design made of quality mitt leather throughout with felt padding. Leather laces, and extra strong welted crotch. Thumb and little finger-loops. Adjustable shearing padded wrist strap

FIELDER'S GLOVE

(692 269) 215 - Retail, $9.00 . . . Each, BTY

Tan color, top grain cowhide cover fully leather lined, full laced web, V laced hinge, thumb and small finger, welted seams, felt sweat band, adjustable thumb loop, laced trap.

.3 12/15/64

BASEBALL GLOVES AND MITTS

FIELDERS GLOVE

	Retail	Ea.	Lots of 12, Ea.
(515 437) GC135	$9.95	BZL	BNA-2
(Right Hand)			
(515 452) GC135FR	9.95	BZL	BNA-2

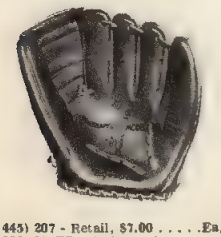
Don Landrum model. One piece palm of willow leather and leather lined. New tunnel top trap with double lacing and tie down laces. Adjustable wrist strap. Roll leather binding. Palm laces mold large area. Thumb and little finger loops with zig-zag fingertip laces

FIELDER'S GLOVE

D 437 939) 201 - Retail, $8.00 . . . .Ea, TAY
D 437 954) 201FR - Right hand. . . .Ea, TAY

Golden-tan finish, top grain cowhide. Flexible spiral web, thumb and small finger. Welted seams, adjustable thumb and pinky loops, leather-lined wrist band.

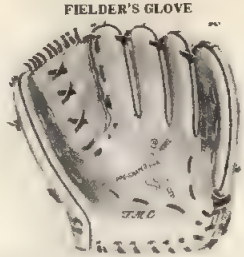
FIELDER'S GLOVE



•167 445) 207 - Retail, $7.00 . . . . .Ea, TNB
(511 030) 207FR - Right hand . . . . Ea, TNB

Tan color top grain cowhide with flat padding. thumb loop, long fingers, solid web, and flexible hinge

FIELDER'S GLOVE



(413 112) 7700W - Retail, $7.50 . . . Ea, TBY
(413 138) 7700W-FR - Right hand . . Ea, TBY

Tan leather, top grain steerhide. Full leather lined, nylon stitched. Deep formed pocket for easy, sure ball handling. Flexible hinge action.

FIELDERS GLOVE

(805 283) 205—Retail, $6.75 . . . .Each, NZB
(511 014) 205FR - Right hand . . . . Ea, NZB

Youth's 6-finger fielder glove made of top grain cowhide with full leather lining. Has flexible hinge, and adjustable wrist strap and thumb lock.

D 692 301) 204 - Retail, $4.95 . . . .Ea, OZL

Tan color, genuine cowhide, full leather lining, solid web, welted seams, laced palm.

YOUTH'S FIELDER'S GLOVE

D 437 897) 222 - Retail, $4.00 . . . .Ea, OTY
D 437 913) 222FR - Right hand. . . .Ea, OTY

Genuine tan cowhide cover, laced finger tips, split web. Flexible hinge. thumb loop, fully lined.

BASEMAN'S MITT

(167 502) 241 - Adult size . . . . . Retail, $9.50 Each, BZB
(511 055) 241FR - Right hand . . . Ea. BZB
(167 486) 240G—Youth size. . . . . Retail, $6.00. . . . . Each, NEY

Made of top grain cowhide with full leather lining. Rolled welted seams, leather binding, adjustable wrist strap, and sweat band. Gold tan color, satin-oil finish.

CATCHER'S MITT

D 438 051) 231 - Retail, $10.60 . . . Ea, ETY

Top grain cowhide. Satin-oil gold finish. Removable lacing, adjustable wrist strap thumb safety lock, double hinged.

A Touch of Elegance...

English China

and exciting new designs...

Skandia

Crystal

Pat o Ware

Milk Glass

Worcester Tea-Sets and Play-Sets

- **New colors and fresh designs throughout the line.**
- **Added piece counts – to keep the big sellers selling big.**
- **New spill-proof, pilfer-proof SHRINK PACKAGING.**

Flipper ™
© 1965
Mattel, Inc

See these and all the exciting new additions to the Worcester line of tea-sets, action toys, musical instruments, toy telephones, bowling sets and play blocks at the Henry Katz Showroom / 10th floor, 200 Fifth Ave.

Skipper ™
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Mattel, Inc

"The nicest tea-sets come from Worcester"...

WORCESTER

WORCESTER TOY COMPANY WORCESTER, MASS.

EXCLUSIVE INTERNATIONAL SALES REPRESENTATION: **HENRY KATZ ORGANIZATION** 10TH FLOOR, 200 FIFTH AVENUE, NEW YORK, N.Y.

#1 12/8/64

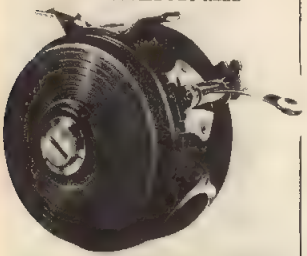
FLY REELS

WRIGHT & MC GILL ALL-PURPOSE SPINNING REEL

All-purpose reel that works well on any rod – casting, spinning, fly. Double handle. Multiple gears. Reverse handle ½ turn to free the line, cast and just wind to retrieve. Adjustable for left hand or right hand retrieve.

D 436 634) 10BC - Reel with 100 yards of 6-pound test line. Capacity, 120 yards of 6-pound test. . . . . .
Retail, $9.98 . . . . . Ea, BZL

WRIGHT & MC GILL FLY REEL

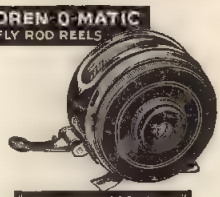


Automatic vertical fly reel. Adjustable slip clutch Handy side mounted tension release. Aircraft type expanding coil brake for positive spool control. Brass/steel multiple gearing. Stainless steel wear ring. Upright free stripping. Aluminum spool flange

D 436 659) ECB - Line capacity, 26 yards of D line. Retail, $13.95 . . . . . Ea, ANL

D 436 675) ECF - Line capacity, 34 yards of D line. Retail, $14.50 . . . . . Ea, ALY
1 in a box

OREN-O-MATIC FLY ROD REELS



Strong and ruggedly built but light in weight. Chromium plated line guides and anodized aluminum frame. Fits rod in a natural, balanced position, thereby preventing canting. Free stripping without operating the finger trigger even when the spring is fully wound. The extra long, strong spring retrieves 25 to 30 yards of line. The large, conveniently located knurled spring release operates easily and positively. The rod clip is stainless steel.

(127 183) 1130 - Anodized maroon finish. Capacity, 26 yards of size D line, and 50 yards size G line. Weight, 8½ ounces.
Retail $13.65 . . . . . Ea, AOY
Lots of 6 . . . . . Ea, LNA-2

(127 209) 1140 - Anodized maroon finish. Capacity, 34 yards of size D line and 80 yards size G line. Weight, 9½ ounces.
Retail, $14.10 . . . . . Ea, ABY
Lots of 6 . . . . . Ea, LEB-2

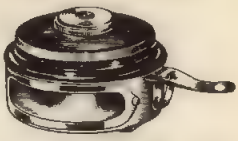
South Bend

No. 1180 AUTOMATIC FLY REEL

A dependable reel with Oren-O-Matic features. Strips freely even when fully wound. Automatic line brake. Sturdy aluminum frame with maroon head caps. Tempered steel drive spring. Stainless steel rod clip. Chrome plated line guard and trigger.

(127 225) 1180 - Capacity, 45 yards D line, 90 yards G line. Weight, 9 ounces.
Retail, $10.00 . . . . . Ea, EYX
Lots of 6 . . . . . Ea, BTY-2

SHAKESPEARE FLY REEL



An automatic, serviceable, low-price reel. Operating spring is of the best clock spring steel. Friction clutch permits stripping after spring has been fully wound. Brake is quick and positive. Green anodized aluminum.

(127 621) 1822 - Capacity, 34 yards of D line and 80 yards of G line. Spool width, ⅛". Weight, 8¼ ounces
Retail $10.00 . . . . . Each, FYX
Lots of 6 . . . . . Each, BTY 2

PERRINE REEL & BOX ASSORTMENT

D 434 852) PD3 - Counter display and assortment of 10 bait boxes and 7 fly reels as listed below. . . . . .
Retail value $129.10 . . . . . Ea, BADY
Packed in 1 carton—weight, 12 pounds

Qty.	No.	Item	Retail
2	66	Box	$ 3.90
2	91	Box	7.90
2	93	Box	9.00
2	94	Box	9.00
2	99	Box	7.90
2	55	Reel	17.90
1	57	Reel	14.50
2	87	Reel	29.00
1	51	Reel	13.50
1	80	Reel	16.50
		Total Retail	$129.10

SPINNING REELS

12/8/64 #1

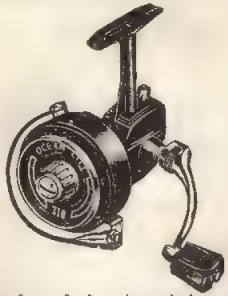
WRIGHT & MC GILL SPINNING REEL

Open-face bail type spinning reel. Free running stainless steel chrome plated roller pick up and drag button. Multiple disc drag. Lever type non-reverse. One-to-one crank arm level wind. Dual precision hobbed drive gear. Ball bearing mounted pinion. One-piece die cast aluminum spools. Gold and rich brown color.

D 436 691) ECM - Spinning reel with two spools. Line capacity, 260 yards of monofilament 8-pound test. . . . . Retail, $31.95 . . . . . Ea, DZDL

1 in a box

TRUE TEMPER SPINNING REEL



Open-face, fresh water spinning reel. Right or left handle. Automatic full bail, hardened stainless roller Smooth drag. Finger-tip anti-reverse. Snap off spool. 3¾ to 1 gear ratio.

D 438 372) 310TT - Spool capacity, 100 yards of 6-pound test line. . . . . Retail, $19.00 . . . . . Ea, DXTY

PHANTOM SPINNING REELS

"Miraclecast" Black frame - red cap.

D 747 089) B250 - Capacity, 100 yards of 10-pound test line. Folding handle.
Retail, $11.95 . . . . . Ea, LDL
Lots of 6 . . . . . Ea, BZA-2
Lots of 12 . . . . . Ea, BNZ-3

1 in a box

PHANTOM SPINNING REELS

Spinning reels with new performance, design and appearance. A size for every type fishing from ultra-lite to medium salt-water fishing. Dual speed, 3 to 1 and 5 to 1 gear ratio. Retracting handle. Quick change spool.

"Ultra-Lite" Black frame and cap.

(170 886) 4550 - Capacity, 200 yards of 3 pound test line. Folding handle. Retail, $14.50 . . . . . Each, ALY
Lots of 6 . . . . . Each, LOB-2
Lots of 12 . . . . . Each, EBN-3

1 in a box

"Starfire" Black frame and cap.

(747 006) 4150 - Capacity, 80 yards of 8 pound test line . . . . . Retail, $4.50 . . . . . Each, OLY
Lots of 6 . . . . . Each, OXB-2
Lots of 12 . . . . . Each, OYN-3

1 in a box

We're 3 silly

YACKERS

Our mouths move as we talk

Just pull the CHATTY-RING® and hear all these Mattel Toys talk, talk, talk. No batteries.

Crackers the plush parrot

$8.99

1 Wait 'til you see what a pearl of a parrot he is. Pull Chatty-Ring. Crackers spouts 11 phrases. And he's a bold 15¾ in. when standing on own perch. Rayon plush. Wt. 4 lbs.
49 N 4094C. .$8.99

Larry the plush lion

$8.99

2 He's a big old 'fraidy cat, 13-in. tall and just shy enough to need you to take care of him. Vinyl mouth "growls" 11 phrases . . still he's gentle as a lamb. Rayon plush. Wt. 4 lbs.
49 N 4095C.....$8.99

Chester O'Chimp the plush chimp

$8.99

3 More fun than a barrel of monkeys because he's a chimp you know. Pull Chatty-Ring . . he says 11 different things. Rayon plush and huggable. About 14 in. tall. Shpg. wt. 3 lbs.
49 N 4128..... $8.99

Bozo the Clown $5.97

Your very own Bozo talks to you, plays with you. He's always laughing, makes sure you're happy, too. Vinyl head covered with flaming red hair. And all 18 inches of Bozo are so lovable. Shpg. wt. 1 lb. 8 oz.
49 N 3675 $5.97

Bugs Bunny $6.88

Famous carrot-chomping, wise-cracking rascal leaps and hops away with your heart. Whopping 24 in. cotton-filled bunny begs to be cuddled. Rayon plush, comic vinyl face. Shpg. wt. 2 lbs. 4 oz.
49 N 4122 .. ... $6.88

Herman Munster $7.97

4 One of TV's biggest oddballs creeps right from screen to you. He's a "monstrous" 21 in. tall, dryly groans 10 phrases and has perfectly abnormal green skin. Vinyl face.
49 N 3607 Shipping weight 1 lb. 12 oz.....$7.97

Woody Woodpecker $6.88

5 It's wild and frantic Woody all set to peck his way into your home. Outfitted in corduroy, 18 in. tall, Woody will talk your head off as soon as you let him in. Vinyl face.
49 N 4117—Shipping weight 1 lb. 8 oz.....$6.88

Porky Pig $6.88

6 Here's Porky, and he's all fun. You'll laugh as he squeaks 10 famous phrases. Bright, happy-featured vinyl face. Cotton stuffed. He's a real chuckle, all right.
49 N 4127 Shipping weight 2 pounds.....$6.88

T-Bone® the Hound Dog $6.88

7 Only a hound, but she "southern drawls" 11 phrases that are nothing to sniff at. Cuddly cotton body. Vinyl face, plastic collar, bone. A peachy "best friend."
49 N 4125—Shipping weight 2 pounds.....$6.88

Contented Lion and Timid Tiger

The friendliest king of beasts . . . styled of lustrous short and high pile rayon plush, acrylic fiber trim. Body and paws firmly stuffed with cotton so he keeps his sitting pose. About 19 in. tall. Shpg. wt. 4 lbs.
49 N 4131C $4.99

That winsome grin is sure to befuddle tough old tigers but please you. He's of rayon plush with acrylic-fiber trim. Fully stuffed with cotton to retain shape. Wired front legs stay arm. About 25 inches tall. Shpg. wt. 4 lbs.
79 N 4107C. $5.99

Lassie . . of TV fame $3.99

A shaggy plush dog that looks so real she'll bring back memories of all of Lassie's adventures. Vinyl head is creatively styled to resemble Lassie in realistic detail. From her rich coloring to her long 21" body Lassie is a masterpiece of toy craftsmanship.
49 N 4116—Shipping weight 2 pounds. $3.99

Come on

BIG JOHN

please smile!

Big John is so very big ..19 in. high sitting down . . so light, so soft, lovin' him is easy

$5.99

He's so irresistible with those wide soulful eyes that he's bound to be a huge, huggable hit with the young . . . as well as the young-at-heart.

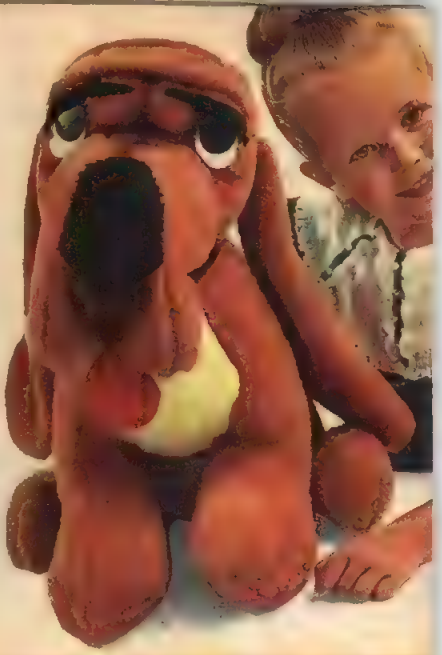
Big John is nearly life like in size and detail. Made of super-soft acrylic just right for cuddle hugging.

His cheeks droop down and his brow is furrowed in true bloodhound tradition.

With freckles on his nose (one that's big enough for all kinds of tracking), Big John is a champion among stuffed dogs.

Shipping weight 3 pounds.
49 N 4030C..... $5.99

You can order toys on pages 441 through 673 from now until September 1, 1966



Wind us up . . we make wonderful music

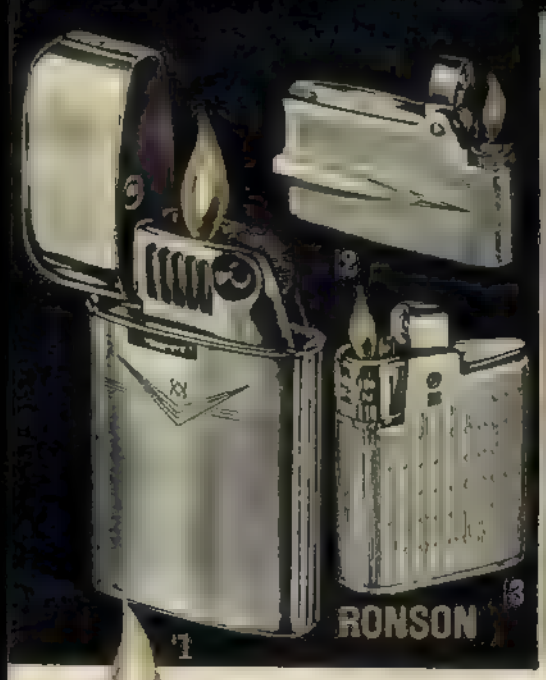
1 **Boo Bear.** His teddybear-lullaby soothes tykes to sleep. Swiss music box inside. Bright plastic eyes, soft vinyl nose give him lots of charm. Rayon plush, cotton, foam-plastic stuffed. 13 in. tall.
49 N 4157 - Wt. 1 lb. $3.99

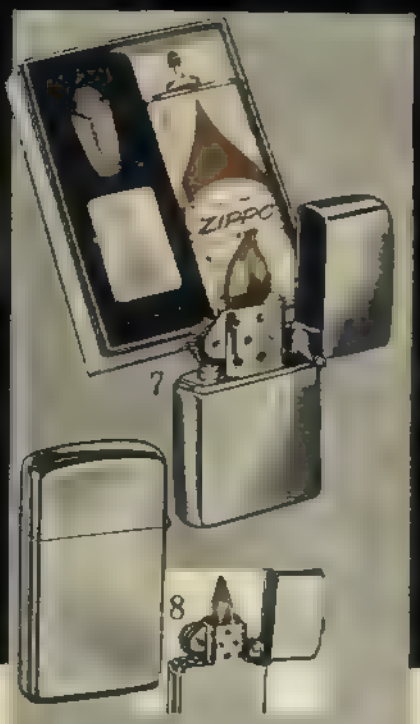
2 **Mousie.** This rascal has musical talent to go along with his pleasing softness. Polka-dotted fabric lines ears and feet. Rest is rayon plush, cotton and foam plastic filled. 15 inches high. Shipping weight 1 lb. 6 oz.
49 N 4096.... . . $3.99

3 **Tiger.** This striped fellow likes music so much that he *turns his head* with pleasure as his Swiss music box plays. He sits up 13 inches tall, has green locked-in tiger eyes and port whiskers.
49 N 4120—Wt. 1 lb. $3.99

4 **Flip-flop.** Floppy puppy can sit up or lie down. Cotton felt eyes and tongue and cute pompon nose give him a lovable expression. Swiss music box inside. 14 inches long.
49 N 4159 Wt. 1 lb $3.99

5 **Poodle.** This enchanting lady keeps time to the music by *moving her head* from side to side. She's 12 in. high, of soft, short and long plush. Swiss music box.
49 N 4130 - Wt. 1 lb. $3.99





BUTANE . . modern lighters with adjustable flames . . quick, clean to refuel . . light for months on one fueling

1 Ronson Windlite. Windproof. Chrome plated. Patented valves to prevent evaporation.
87 N 7009–Shpg. wt. 4 oz. $7.95

2 Ronson Adonis. As slim as the cigarette it lights. Precision built. Attractive chrome plated finish. Comes in elegant box.
87 N 7038—Wt. 6 oz. . . . $13.45

3 Ronson Lifeguard. Windproof Suede-silvertone finish. In handsome box for gift giving
87N7047–Shpg. wt. 8 oz. $10.95

4 Bentley Windproof. Removable head, self contained flint Unusual basket-weave chrome-plated finish. Postpaid
87 N 7040—(Wt. 4 oz.) . . . $5.95

5 Bentley Standard. Chrome-plated finish. Postpaid.
87 N 7005—(Wt. 4 oz.). $4.95
Bentley refill. Postpaid.
87 N 7006—(Wt. 2 oz.) 75c

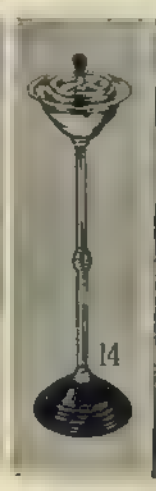
6 Scripto Slim. You'll like the convenient small size Classic shape Handsome chrome plating.
87 N 7044—Wt. 4 oz. . $4.95

ZIPPO

Zippo fixes its lighters FREE if they ever fail to work.

7 3-piece Set. Chrome-plated lighter, 6 flints, 5 oz. fuel. Postpaid
87 N 7000—(Wt. 12 oz.) Set $4.00
Lighter only. (Shpg. wt. 4 oz.)
87 N 7001—Postpaid . . . $3 50

8 Slim Lighter. Chrome plated.
87N7043–(Wt. 4 oz.) Ppd. $4.75



9 Smoking Figurines. Interesting gifts great conversation pieces. Fisherman and violinist puff on tiny cigarettes (package of 48 included). 2 figures, 6 inches tall, made of papier mache. Imported from Japan
87 N 7424—Wt. 12 oz. . . . . Set $1.88
Cigarette refills. 36 in bag.
87 N 7425—Shpg. wt. 4 oz. 25c

10 Pistol Lighter. Derringer type. Chrome-plated barrel, trim. Wood base 8x1¾ in. From Japan
87 N 7032—Shpg. wt. 1 lb. $3.49

11 Watch Lighter. Windproof. Gives time as it lights Swiss watch. Chrome-plated lighter from Japan.
87 N 7041—Shpg. wt. 4 oz. $9.95

12 Personalized Cigarette Case with Lighter. Lighter fits in case with cigarettes. Leather gold color trim Mounted metal initial.
87 N 7609XF—Brown
87 N 7610XF—Black
Print 1 initial
Shpg. wt. 4 oz. $2.99

13 Personalized Flip-top Case. Brown cushioned leather, gold-color trim. Metal initial. Holds full pack
87 N 7601XF—Regular
87 N 7602XF—King size
Print 1 initial
Shpg. wt. 4 oz. $1.99

14 Floor-stand Ash Tray. Gleaming polished chrome-plated finish with black base. Base weighted to prevent tipping. Ash tray has an extra cup inside for easy emptying, and a wide rim to prevent spilling. 26 inches high. A clean, neat ash tray he'll enjoy using beside his favorite chair
87 N 7960—Shpg. wt. 2 lbs. 12 oz. $3.95

15 "Smoking" Ash Tray Set. Watch smoke rise from chimneys in each ash tray. Hand-painted ship, cottage, stove and locomotive. Made of white china with gold color trim. Four inches high. Imported from Japan. Cute little conversation pieces for yourself and delightful holiday gifts for your friends
Shipping weight 1 pound 4 ounces
87 N 7951. . . . . Set $1.00

16 Walnut-finished Humidor. Looks smart, keeps his cigars fresh. Rich-looking hard wood with white metal lid and bottom liner. Sides lined with fine mahogany.

Bottom felted to protect furniture top, prevent marring. Full length brass moistener. Bright brass name plate and lid support. Quality workmanship throughout. 11x8x4 inches high. Will hold 50 cigars (not included). A handsome gift he'll be proud to have on his desk in office or den
Shpg. wt. 4 lbs. 8 oz
87 N 7405 . . . . . $6 95

Just call Sears and say "Charge it" . . see page 269

NEW!

PLAYSKOOL

TRAFFIC CONTROL TRUCK

Gives the preschool child a "Headstart" by learning while playing

**See Playskool's great new line that has made such a sensational sales impact on the preschool market.*

PLAYSKOOL MANUFACTURING COMPANY • CHICAGO 18, ILLINOIS

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PARKER GAMES

THE MOST ADVERTISED AND LARGEST SELLING GAMES IN THE WORLD

MORE
NETWORK TELEVISION
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FULLY ASSEMBLED

For Children 2 to — 10 Years Old

Durable Plastic,

Chain Drive Transmission,

Capacity 250 Pounds

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Packed: Single Carton
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Giant Bubbles
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PLAYSKOOL *Learning While Playing*

New pedestal-type and bucket seat Peg Tables that cannot tip. New style and stability by the originators of Peg Tables.

APPROVED-TESTED PLAYSKOOL RESEARCH

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Your POTENTIAL MARKET is more than

55 MILLION* KIDS

Thru 13 Years of Age

*ESTIMATED U. S. CENSUS

NEW! EXCITING!

PARTY AND ACTIVITY

3 KITS

CIRCUS PARTY KIT
Suggested Retail Price- $2.00
CAT. NO. 201
Packed 12 to a ctn. 15 lbs.

Everything in one package needed for 8 guests to make Birthday Parties and a special party occasions a howling success

COUNTY FAIR PARTY KIT
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CAT. NO. 202 Packed 12 to a ctn. 15 lbs.

Be sure to see these at the

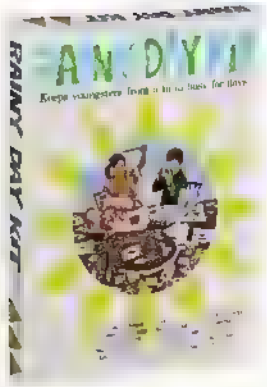
TOY FAIR

Room 118 – 200 5th Ave. Bldg

RAINY DAY KIT ILLUSTRATED NEXT PAGE

FOR HOME OR TRAVEL

Keeps Youngsters busy for Days



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Suggested Retail Price $3 00
CAT. NO. 301
Packed 12 to a ctn. 20 lbs

Has many fine educational and enterta n ng elements. Skillfully designed to keep lively youngsters busy for days and days of assured fun-packed activity

KIT INCLUDES: Balloon Animals, Coloring Pictures, Pee Wee Theatre, Finger Puppets, Funny Face Cards, Crayons, Racing Cars Treasure Game, Goofy Camera, Traveler Game, Tab e Hockey, Mar.onette, Dice B ock, Roadway, Masks

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Pictured is the Rabbit S-601 Superflow — the most luxurious motor scooter in all the world . . . Up to 18 horsepower, automatic fluid transmission, electric starter, air spring ride, puncture-resistant tubeless tires. Economical to operate. Beautiful to look at. The best two-wheel value ever offered. What more could a Gentleman (or his Lady Friend) ask for?

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PLAY-DOH modeling compound FOUR PAK

non-toxic • colors blend

No. 259 $1.00

Pliable, clean PLAY-DOH Modeling Compound is easy to use. Four 6 oz. cans with reusable plastic lids. Red, blue, yellow and white in bright package with color-blending chart. (12 to shipper; wt. 24 lbs.)

america's favorite modeling compound

for home-school

PLAYROOM CANISTER

for HOME and SCHOOL
3 Lbs. of PLAY-DOH Modeling Compound.
Assorted Colors.

No. 99
$1.50

Re-usable colorfully decorated canister for playroom . . . classroom. Easy-lift lid. Modeling instructions on canister.
(6 to shipper; wt. 20 lbs.)
99-R—RED. 99-Y—Yellow.
99-B—Blue. 99-W—White.
99-A—Assorted Colors.

PILFER PROOF
VISUAL PACKAGE

Rainbow Crafts

FUN FACTORY JR.

PAT. APPLIED FOR TM

TOY EXTRUDER

with The Original Play-Doh® miniature cans

for the little folks

BOYS AND GIRLS 3-6 YRS.

No. 900 $2.00

Fascinating extruding toy of durable CYCOLAC plastic. Two slide-thru die-strips with 10 different modeling shapes for hours of fun. Three new 2-oz. "miniature" cans of PLAY-DOH Modeling Compound. Trimmer and instructions.

(12 to shipper; wt. 14 lbs.)

The Original Play-Doh® MODELING COMPOUND

MODELING COMPOUND IS PROTECTED BY U. S PATENT NO. 3167440

NEW CONCEPT!

Rainbow Crafts

COLORING TRAYS

PAT. APPLIED FOR TM

with The Original Play-Doh® Modeling Compound miniature cans

PILFER PROOF
VISUAL PACKAGE

BOYS AND GIRLS 3-6 YRS.

fun educational

No. 500 $2.00

FUN for playtime at home or in school with an added benefit of educational application.

Soft PLAY-DOH modeling compound is pressed into depressions of plastic coloring Trays . . . may be easily removed to harden while still moist. Dried pieces can be glued to cardboard to make signs and wall plaques. Instructions on the box.

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COLORING with "PLAY-DOH" Modeling Compound is basically the same as coloring with crayons or paints. The BIG DIFFERENCE is that the Coloring Trays are RE-USABLE.

A PROVEN TOY HIT!

No. 450 $4.00

A real fun toy with creative play value! FUN FACTORY Extruder with 12 interchangeable dies to form a variety of building blocks, logs, beads, and other play shapes with two 6-oz. cans of Play-Doh Modeling Compound. Trimmer and instructions. (6 to shipper; wt. 17 lbs.) Boys and girls love to make many play objects with the FUN FACTORY Toy Extruder Sets.

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VISUAL PACKAGE

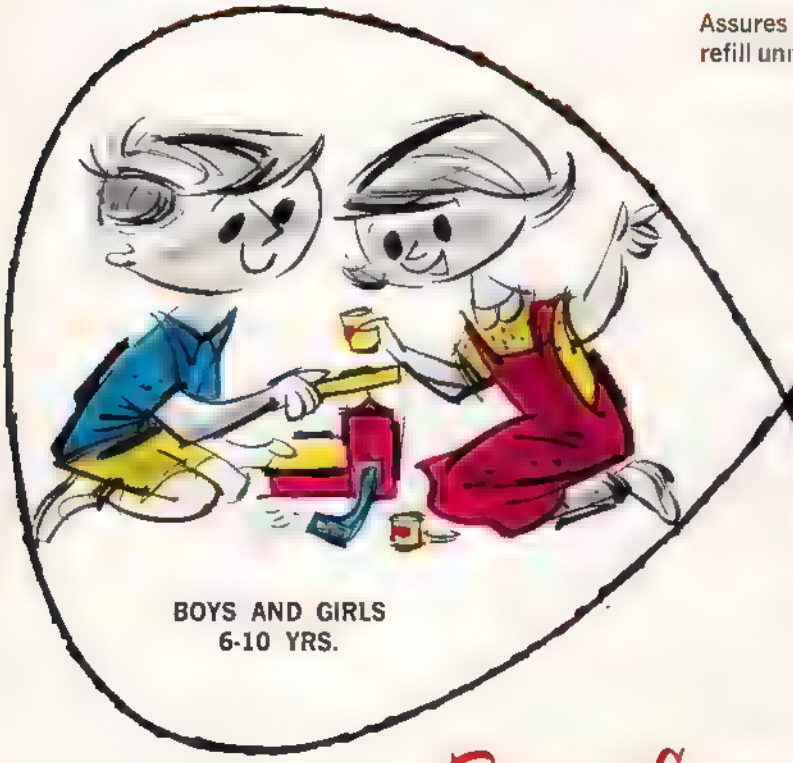
Rainbow Crafts

FUN FACTORY® TOY EXTRUDER

PAT. APPLIED FOR

A PROVEN TOY HIT!

Assures repeat sales of PLAY-DOH Modeling Compound refill units.



BOYS AND GIRLS
6-10 YRS.

CREATIVE TOYS FROM: Rainbow Crafts, INC. CINCINNATI, OHIO 45212

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New SPILL-PROOF playnts

PAT. APPL. FOR T. M

NON-TOXIC PLAY PAINTS

POSTER-TEMPERA COLORS

Package Size 6½" x 8½"

PAT. PENDING
DESIGN PAT. PENDING

Safe-play SPILL-PROOF "Color Wells" . . . Need no cap . . . . will not dry out.

"Don't worry Billy, Playnts are Spill-proof"

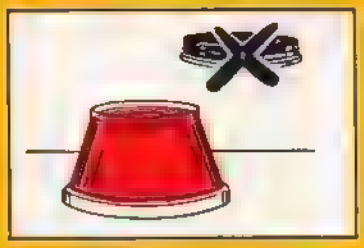
FOR HOME-SCHOOL

No. 800 "PLAYNTS" $1.30 ($1.29)

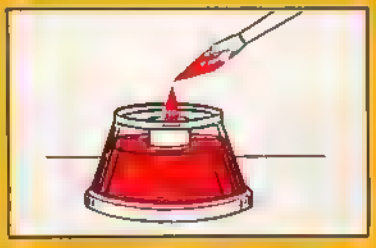
New idea in a complete set designed for safe watercoloring play. Easy to use SPILL-PROOF "Color Wells" with five non-toxic poster tempera colors. (Red, yellow, blue, black and white.) Set in plastic tray with recessed color blending area. Brush included. Directions and color blending chart on back. ALL-VISUAL film overwrap. Each Well contains 1 oz. of paint.

(12 to shipper; wt. 11 lbs.)

SPILL-PROOF



NEEDS NO CAP



WON'T DRY OUT

ANOTHER CREATIVE TOY FROM: Rainbow Crafts INC. CINCINNATI, OHIO 45212

TWO Play-Doh SHOWROOMS

THE "PLAY-DOH PEOPLE" WILL GREET FRIENDS IN NEW YORK DURING **TOY FAIR** IN TWO SHOWROOMS IN THE 200 FIFTH AVENUE BLDG. (WE WILL NOT HAVE SPACE AT THE HOTEL NEW YORKER, THIS YEAR.)

Room 1003

THE **NEW** YEAR-'ROUND PERMANENT **TOY SHOWROOM** FOR RAINBOW CRAFTS TOYS. VISIT WITH US TO DISCUSS CONTINUING PROMOTION PLANS.

Room 1005

THE **MURRAY GILBERT** INC. SHOWROOM WITH COMPLETE EXHIBIT OF RAINBOW CRAFTS TOYS, ARTS AND CRAFTS.

WEST COAST FACTORY

Construction is now under way on the new manufacturing and warehousing facility for Rainbow Crafts, Inc. near Los Angeles, California. This modern plant will be in operation for the 1965 toy year.

LEGAL NOTICE

*"PLAY-DOH" IS A REGISTERED TRADEMARK OF RAINBOW CRAFTS, INC., CINCINNATI, OHIO 45212

Rainbow Crafts, INC. CINCINNATI, OHIO 45212

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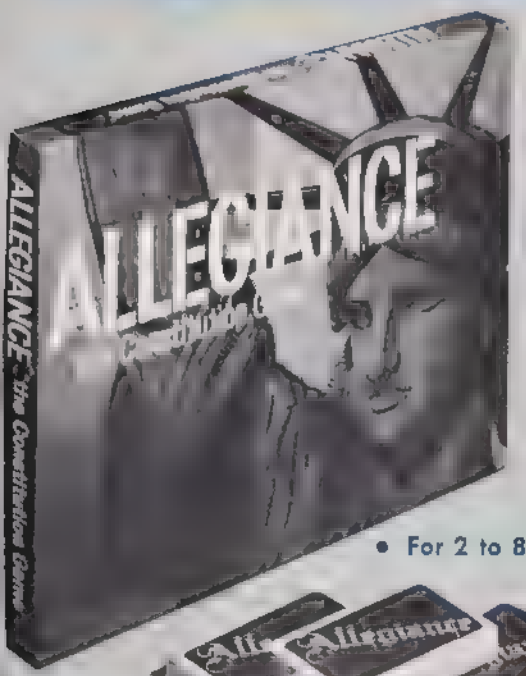
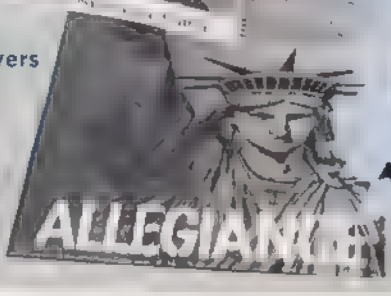
THIS IS IT!
TODAY'S MOST EXCITING CARD GAME!
ALLEGIANCE
"the Constitution Game"
See other side for all the details.

ALLEGIANCE®

BY
RALLY ROUND
GAMES, INC.

"the Constitution Game"





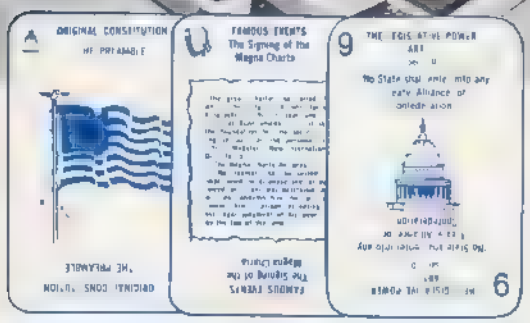
THE MOST REWARDING GAME IN YEARS!

Action-packed and full of challenge — ALLEGIANCE provides the valuable insight that goes with learning about our country's Constitution. A coast-to-coast favorite at family and social gatherings — this remarkable game is fast becoming popular with educators, to be used as a classroom teaching-aid. This is the ONLY card game based on The United States Constitution — and because it presents this great document in a non-partisan, easy-to-understand way, popularity and sales have continued to grow.

- For 2 to 8 players

YEAR 'ROUND FUN

FOR EVERYONE
AGES 10 thru ADULT



ALLEGIANCE CONTAINS:

- 4 cello-wrapped decks of plastic coated playing cards.
- Giant Instruction Sheet that unfolds to reveal a colorful diagram of rules.
- Library Reference Guide. Handy and informative 48 page booklet contains the complete text of The United States Constitution, Constitutional Words & Phrases Defined, and Sources of Our Liberties, lists over 100 books of historical interest.

EACH GAME IS QUALITY PACKAGED — SHIPPED 1 DOZEN UNITS TO A MASTER CARTON (WEIGHT 18 LBS.)
F.O.B., EVANSTON, ILLINOIS

WHAT MAKES THIS CARD GAME SO REMARKABLE? Specially designed playing cards clearly explain the entire U.S. Constitution, famous events and infamous times that led to the formation of our government, the branches of our government and how they function. ALLEGIANCE combines the action of rummy — the intrigue of canasta — while providing vital facts and useful information in an atmosphere of fun and concentration. A unique Double-Challenge feature — ***using both sides of the cards*** — adds to the excitement of this fast-moving game.

NEWSPAPER — TELEVISION — RADIO — Have been telling the story to millions, announcing the news about this totally different — exciting card game that can be enjoyed by everyone from 10 to 100! **SUGGESTED RETAIL — $4.95**

FOR FURTHER INFORMATION WRITE TO:

RALLY ROUND GAMES, INC.

BOX 502 • EVANSTON, ILLINOIS 60204

DURING THE TOY FAIR SEE AND BUY ALLEGIANCE AT:

McConnor & Madan, Room 324
200 Fifth Avenue
New York, New York

Block House, Inc., 4th floor
1107 Broadway
New York, New York

BRAND NEW from RAY line™ MARK 'EM

SHOOTING GUNS and MARKING PLAY BULLETS

The MOST revolutionary concept ever devised for toy guns

See the complete MARK 'EM LINE . . .

RAY PLASTIC INC. • Winchendon Springs, Mass.

SHOWING ONLY at
200 FIFTH AVE. BLDG.
ROOM 311
200 Fifth Avenue, New York

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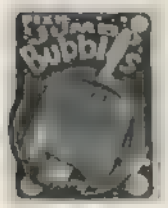


"We do that much more in business because of our Reynolon PVC Shrink packaging," says Mr. Leo Fink, president of Vera Toys, Inc. "Our customers like the way shrink packages handle and look. In just two months time, we sold over 500,000 Pixie Jumbo Bubbles—all shrink-packaged in Reynolon PVC."

Vera Toys, located in the heart of New York City, is another toy manufacturer who has found Reynolon to be most effective, efficient and economical. Vera Toys go to rack jobbers in all 50 states, and are priced from 29¢ to $1.98.

"No missing pieces, no returns. Pilferage can hurt us a lot. Now that we're using Reynolon PVC, we can overwrap a punch hole card and not worry about it. It won't run on us or tear. In fact," adds Mr. Fink, "It has proven so effective, we're using Reynolon on every item in our line."

Find out how Reynolon PVC Shrink Film is opening new avenues of merchandising and selling. Contact your local Reynolds Sales Office or Reynolon Distributor today.

REYNOLDS METALS COMPANY RICHMOND, VIRGINIA 23218

REYNOLON
PLASTIC PRODUCTS

WATCH "THE BAILEYS OF BALBOA," THURSDAYS, CBS-TV

more than 100 miles north of Willits en route to the redwood and Douglas fir of Humboldt County (annual production, 1.5 billion feet). The wholly owned 328-mile subsidiary of Southern Pacific has been fending off the Eel since the road's golden spike was driven in 1914. NWP hides from the Eel in 26 tunnels and on long bridges and miles of embankments, yet floods and slides are a way of life. In a normal year NWP spends $1 out of every $5 it takes in on keeping its track in place — $7500 a mile vs. a national average of less than $4800 — and the river, more than anything else, holds the railroad's return on investment down to 1.7 per cent (in 1964 before the waters came). Still, there's no option for the rails or the region: more than 80 per cent of the area's lumber output goes to market by rail, and the business constitutes 84 per cent of the railroad's livelihood.

But even staunch, hard-to-surprise NWP blanched at the rainstorms that struck at year's end, assaulting the road almost continuously from December 18, 1964, until January 7, 1965. Willits got 31 inches of rain, Eureka 15 to 20 inches . . . and the Eel went berserk.

¶Nearly ⅓ of NWP's route-mileage — almost 100 miles of track — was knocked out of service. Some 30 miles of roadbed was "erased."

¶Three major bridges were lost. At Island Mountain, where a 620-foot bridge crosses the Eel 84 feet above normal water level and plunges directly into a tunnel (a favorite fan-trip photo stop, incidentally), the floodwaters rose into a couple of 200-foot truss spans and knocked them down, ripped out two girder spans totaling 160 feet, and tore a concrete pier from its base. At South Fork, site of a 780-foot bridge, the Eel dropped two 200-foot spans and knocked down a 90-foot pier. The 1100-foot Cain Rock bridge lost two girders at one end and two at the other, leaving nearly 1000 feet of track hanging over nothing.

¶What experts termed a "thousand-year flood" wrought almost incredible nightmarish havoc. Water rose 20 feet *inside* a tunnel, left silt and debris to depths of as much as 12 feet over 5 miles of line, climbed 12 feet above the rails along Scotia Bluff and 21 feet at South Fork, flung loaded railroad cars into the canyon, buried communication lines and buildings.

HOW they put back the bridge across the Eel at Island Mountain in first half of 1965.

¶An initial helicopter survey of damage pegged NWP's reconstruction cost at more than 7 million dollars, but damage subsequently was assessed at well over 10 million — in parent Espee's words, "probably the greatest disaster of its kind ever suffered by an American railroad."

Rebuilding began the night before the Eel crested on December 22. It involved some 850 men (nearly half of them railroaders) and 500 pieces of work equipment, and swallowed up such materials as 40,000 ties, nearly 25,000 linear feet of culvert pipe, and nearly 6000 cubic yards of concrete. The M/W forces worked side by side with the American Bridge Company and famous contractors such as Morrison-Knudsen (who helped rebuild Espee over the Tehachapi after the quake of 1952). Division of labor by crafts went down the drain as employees volunteered

Travelers and Sightseers Take Note!

PASSENGER TRAINS

of the

ROARING CAMP & BIG TREES

NARROW-GAUGE RAILROAD

ARE NOW RUNNING

between

FELTON STATION, ROARING CAMP, HENRY COWELL REDWOODS STATE PARK, BIG TREES & DEER VALLEY

RIDE CALIFORNIA'S SCENIC TRIP TO YESTERYEAR

serving the

MAGNIFICENT REDWOOD FORESTS OF SANTA CRUZ COUNTY

Passenger Trains Are

STEAM POWERED

by the historic narrow-gauge locomotive "DIXIANA SHAY"

SCHEDULE

Effective June 12, 1965

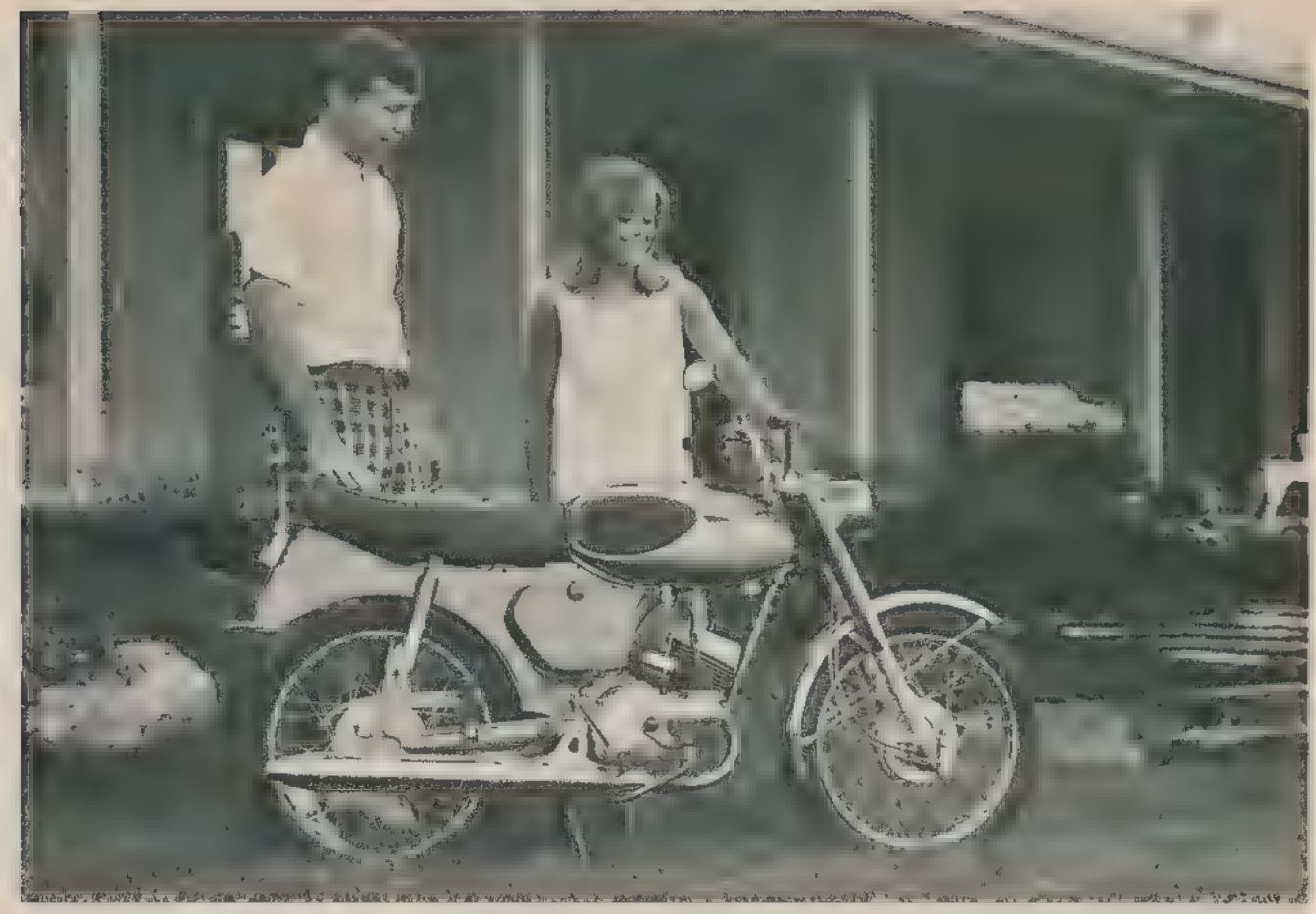
DAILY

Steam Passenger Trains depart
Felton Station each hour, on the hour, 10 A.M. to 5 P.M.

This colorful trip can be made in less than one hour and all at a reasonable fare of nominal proportions. FULL FARE ROUNDTRIP: $1.50. HALF FARE (5-11 years) ROUNDTRIP: 75¢. FREE, Under 5 years of age. Special Group Excursion Fares for recognized organizations comprising 40 or more cash fares. All tickets include stopover privileges at Roaring Camp (entrance-way to Henry Cowell Redwoods State Park) for passengers desiring to visit or picnic in the adjoining State Park. Bring your picnic lunch and ride the narrow-gauge for an afternoon among the Big Trees!

THE GRIZZLY BEAR ROUTE THROUGH THE REDWOODS

For Further Information Apply To
C. P. Clark
General Passenger & Ticket Agent
Roaring Camp & Big Trees Narrow-Gauge Railroad
FELTON, SANTA CRUZ COUNTY, CALIFORNIA
Telephone: (408) 335-4484



Looking at 90s? Meet the new hot one... BRIDGESTONE 90 SPORT

This torrid piece of precision machinery is not intended for the faint-hearted. Here's why the new Bridgestone 90 Sport is 100% performance and why no other 80-90cc motorcycle can touch it:

Low-friction, racing-engine design

We started with a spectacular 90cc rotary valve engine and added a specially ported, aluminum alloy cylinder with chromed bore and low-expansion aluminum racing piston. (Forget friction.)

High-volume competition carburetor

The Bridgestone 90 Sport then got a special, high-volume, competition carburetor that keeps fuel coming fast as the engine wants it. A modified rotary valve and fuel inlet was added to keep up with the carburetor.

Result: A wild 8.8-hp engine that breathes better, so it performs better than any stock 90cc engine going.

Goes like "gangbusters"

Then we tested the new Bridgestone 90 Sport on thousands of miles of highway, on drag strips, on scramble tracks. It outaccelerates, outclasses, and outlasts every other 90 road-sport cycle you can buy. It's tough . . . it's beefy . . . it's beautiful. In fact, there's a whole new standard of quality and performance for others to shoot at wrapped up in this hot new Bridgestone.

And, it looks different

Bridgestone feels a motorcycle ought to look different if it performs differently. There's a touch of European racing flavor to go with the smooth, sculptured Japanese elegance and strictly American performance of the beautiful Bridgestone 90 Sport.

It may be a bit too hot for the Percy Prunewhistles, but every "Big Daddy" will dig this new *bomb*. See it. Ride it. Talk to your Bridgestone dealer about its many features. The new Bridgestone 90 Sport is the kind of motorcycle you fall in love with. After you've compared it to its competitors, you'll know why.

FREE look at the facts!

Send for our performance and specification comparison that pits Bridgestone 90 Sport against other 80-90 cc sport-type cycles. This takes the b indfo ds off for good . . . ets you select and buy with real assurance. Write now . . . it's *free* from:
ROCKFORD SCOOTER CO., INC.
1911 Harrison Ave., Rockford, Illinois 61101

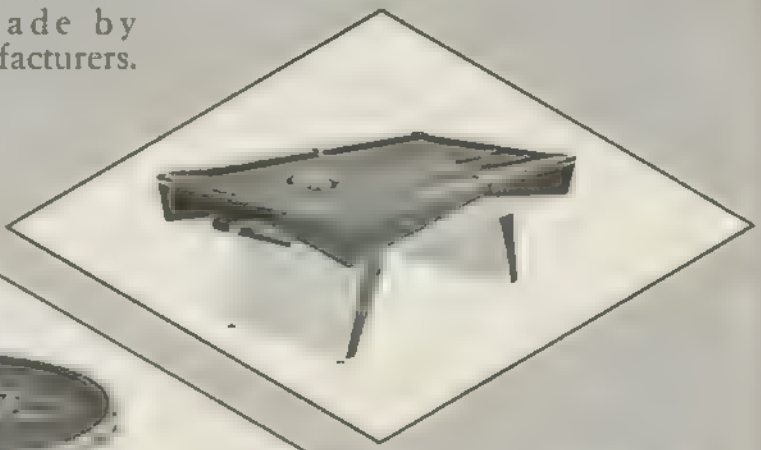
sign of better service

New BRIDGESTONE 90 Sport by Rockford

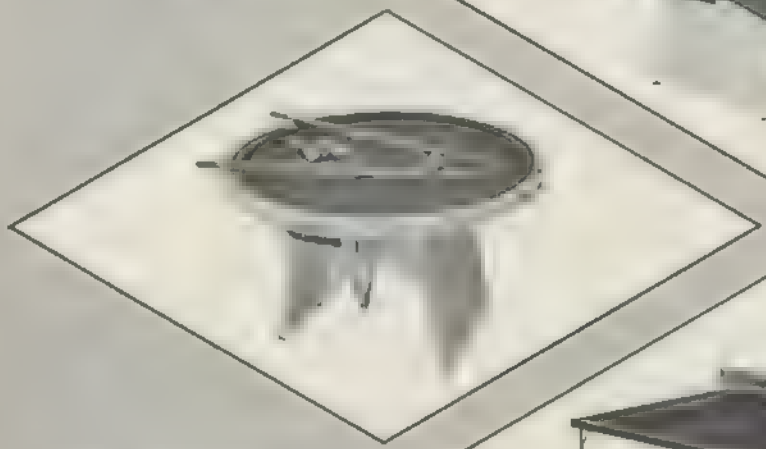
ROCKFORD SCOOTER CO., INC., 1911 Harrison Avenue, Rockford, Illinois

RUBIN/RICHMAN

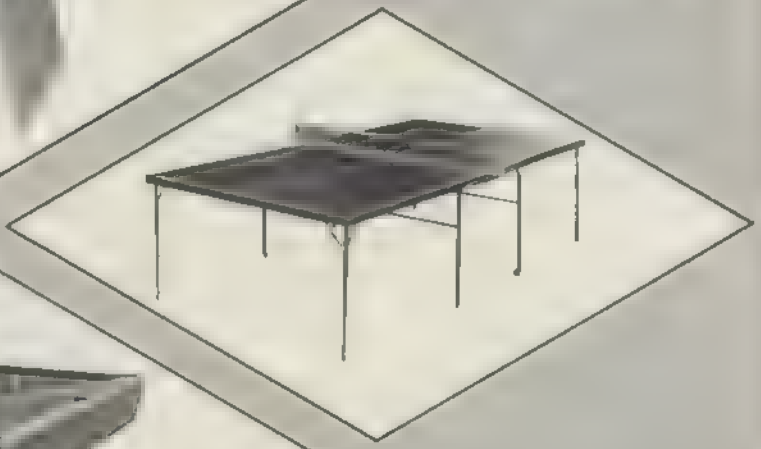
now offer the most complete line pocket billiard tables available today made by nationally known manufacturers.



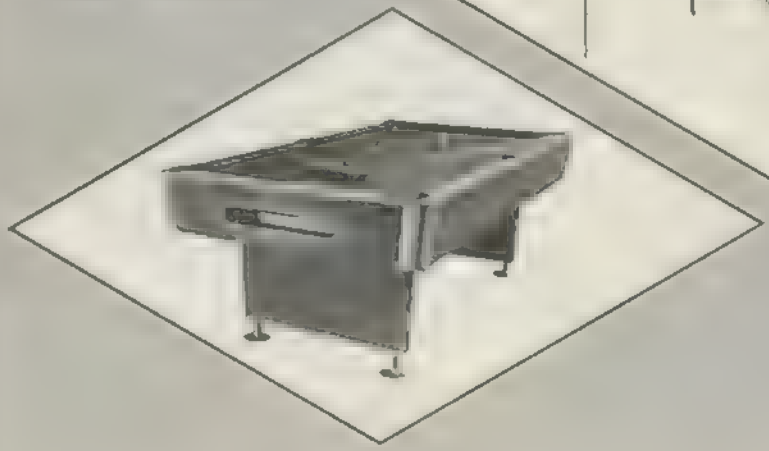
Gotham Slate-bed tables



Gotham patented Elliptipool tables



Gotham weatherproof tennis tables



Strate Line tables in Promotional, Standard and Deluxe models featuring new advanced design; honeycomb and standard beds. Strate-Line tables **sell and stay sold.**

Sutra Import Co., Inc. — America's most complete line of domestic and imported pool and billiard accessories recognized nationally for unexcelled quality and unequaled prices. Cues balls — covers — counters — racks, etc.

New — a quality pool table for juniors

RUBIN/RICHMAN assoc ltd

200 Fifth Avenue — New York 10010
Suite 203 — (212) WAtkins 9-2038

TWO SURE WINNERS
from SCREEN GEMS

"BEWITCHED"
ABC-TV Network
Thursdays
at 9:00 P.M.

If you think this year's ratings are sensational, just wait 'til we announce the BLESSED EVENT this Fall! Nielsen will have to set up a special column for BEWITCHED!

Licenses in several categories are still available. Don't vacillate — communicate!

Screen Gems Inc. 1965

"CAMP RUNAMUCK"
Coming this Fall on the
NBC-TV Network
Fridays at 7:30 P.M.

This one is about the wackiest boys and girls camps in the world. Absolutely inspired comedy with a wondrous cast of beauties and beasts. By next summer kids will refuse to go to camp — they'll all want to stay home and roar at RUNAMUCK! We are just beginning to license so enroll now!

Runamuck Productions 1965

Not needy...just greedy
Honest Ed Justin

SCREEN GEMS
711 Fifth Avenue, N.Y. PL 1-4432

TWO MORE SURE WINNERS
from SCREEN GEMS

"GIDGET"
Coming this Fall on the
ABC-TV Network
Wednesdays at 8:30 P.M.

This is sure to be the sweetest, most beloved, most colorful, most popular series about teenagers. There will be teeny girls, handsome boys, plenty of surfing, beach parties, schoolwork, dating, happiness and heartbreak.

Sally Field, Gidget, is brand new to TV and our men will become our first Lady President. What a doll! We are just beginning to license this one, so get off your surf board and call!

Screen Gems Inc. 1965

"I DREAM OF JEANNIE"
Coming this Fall on the
NBC-TV Network
Saturdays at 8:00 P.M.

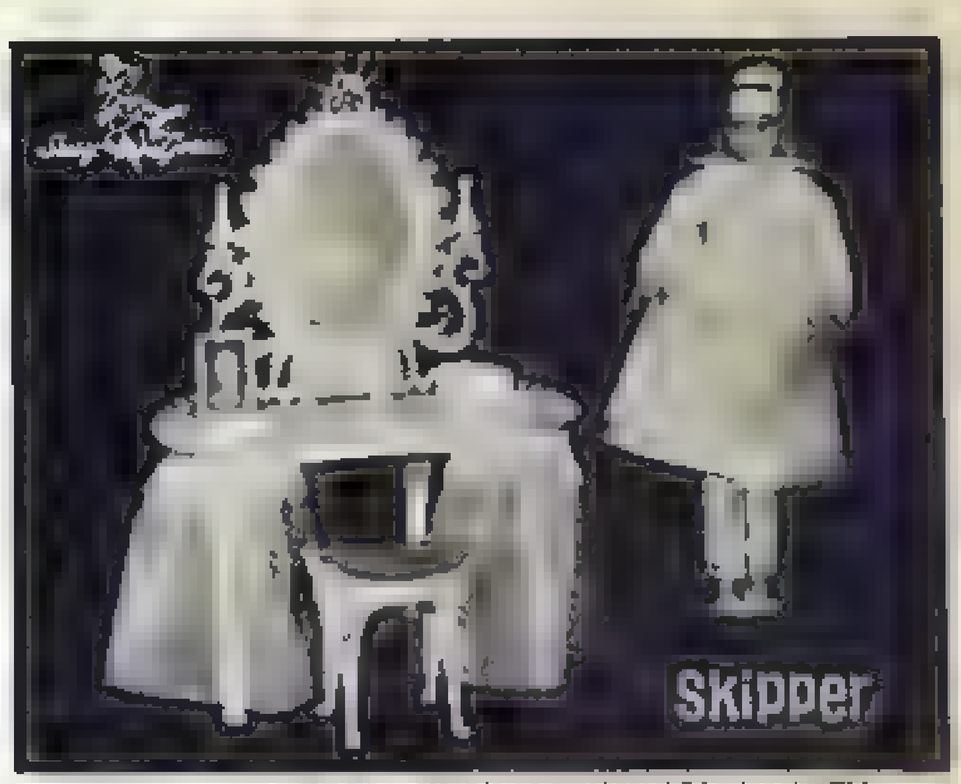
Once you see this beautiful doll, Barbara Eden, pop out of the bottle, you too will be enchanted. This one is sure to be in the ratings classic! BEWITCHED and it will cut across the same age groups. EVERYBODY! Larry Hagman, as a type Kennedy as your brother, is sure to become Miss and Mrs. America's pin-up boy. We are just beginning to license so don't make a wish ... make a phone call!

Sidney Sheldon Productions Inc. 1965

Not needy...just greedy
Honest Ed Justin

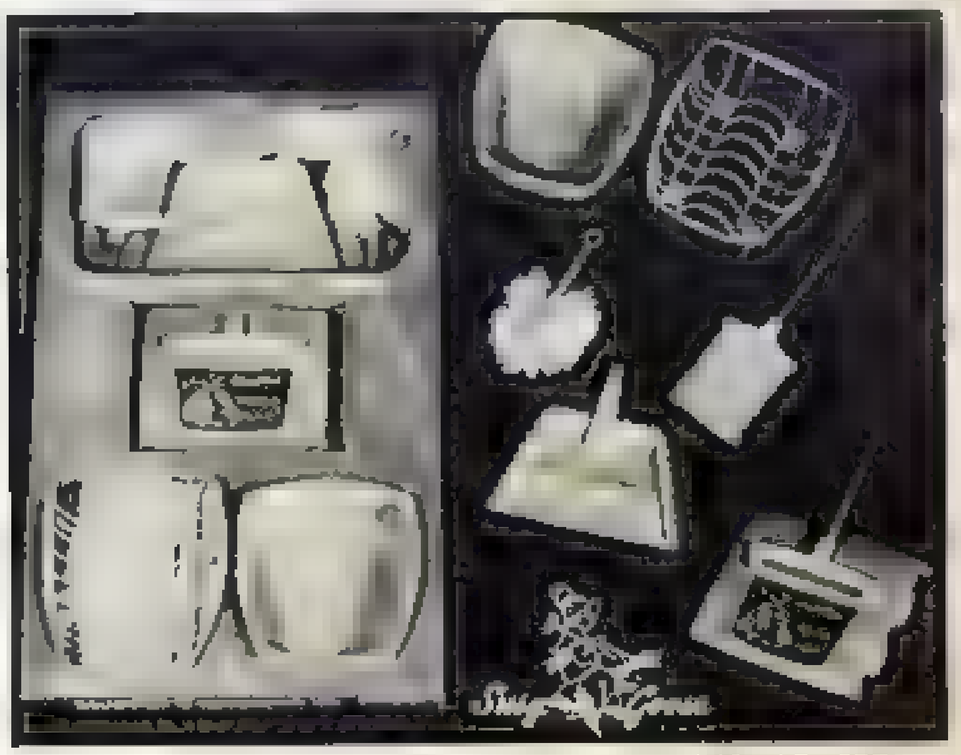
SCREEN GEMS
711 Fifth Avenue, N.Y. PL 1-4432

NO 410 SKIPPER-SKOOTER JEWELED BED



NO 414 SKIPPER SKOOTER JEWELED VANITY

NO 418 SKIPPER SKOOTER JEWELED WARDROBE



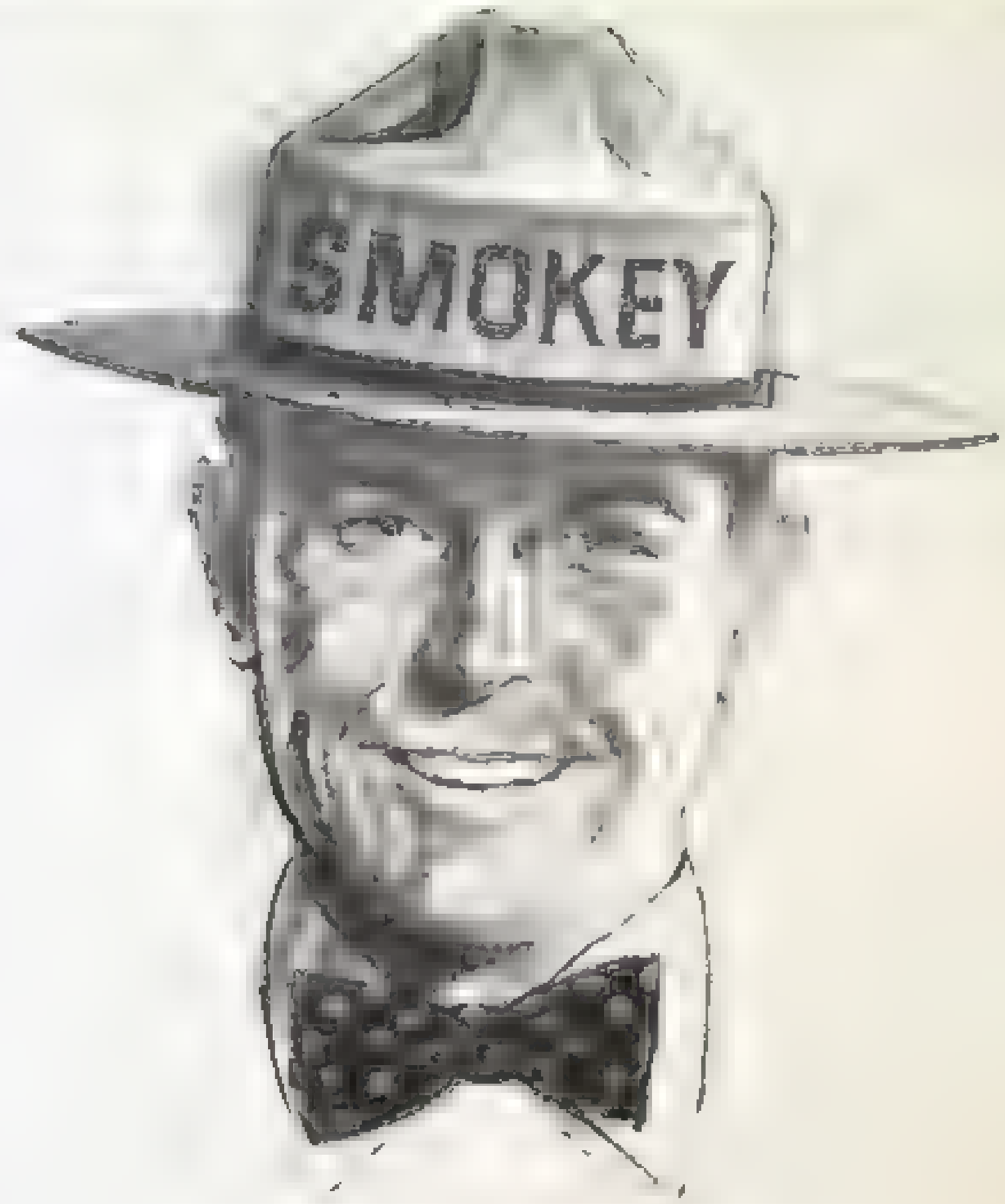
NO. 140 SKIPPER-SKOOTER HOUSEKEEPING SET

Skipper T.M Skooter T.M

SPARKLING NEW JEWELED FURNITURE WITH GENUINE AMETHYST
RHINESTONE JEWELS—HAND BRUSHED GOLD HIGHLIGHTS—FULL COLOR
PHOTO INSERTS—EXQUISITE DESIGN

MOTHERS SAY YES!

SKIPPER and SKOOTER are the trademarks of Mattel Inc for its DOLLS
used under license from Mattel Inc Wm Mark Inc



This hat does things for you

remember only you can prevent forest fires

[redacted]

Qualatex Balloon Packages
Look Like They Sell . . . And Do
More Happy Children Play With Qualatex® Than Any Other Balloons
For prices write or call
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410 Tiffin Road
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No. 6418-CB Car Load
No. 259 Home Party Box
25 BIG Qualatex 98
HOME PARTY BALLOONS
New Qualatex® Balloon Boxes
Order No
Description of Load
Total Balloons
Retail Price
the PIONEER Rubber Company

A Money Maker . . . Buck by Buck

Wonder Horse Deluxe

It makes good merchandising sense to stock Wonder Horses because buck by buck you get your money's worth . . . the complete Wonder Horse line has insured over 4,000,000 youngsters' fun and excitement, making it the most popular toy of its kind in America. WONDER PRODUCTS COMPANY, Collierville, Tennessee. Suburb of Memphis. 853-2242.

WONDER HORSE

Wander Horse'

THE SOUND OF MUSIC

Dolls by Madame Alexander

See the beautiful dolls inspired by the children of *The Sound of Music* – the great new motion picture being acclaimed from coast to coast.

See our complete new line of dolls for '65.

Madame Alexander Dolls

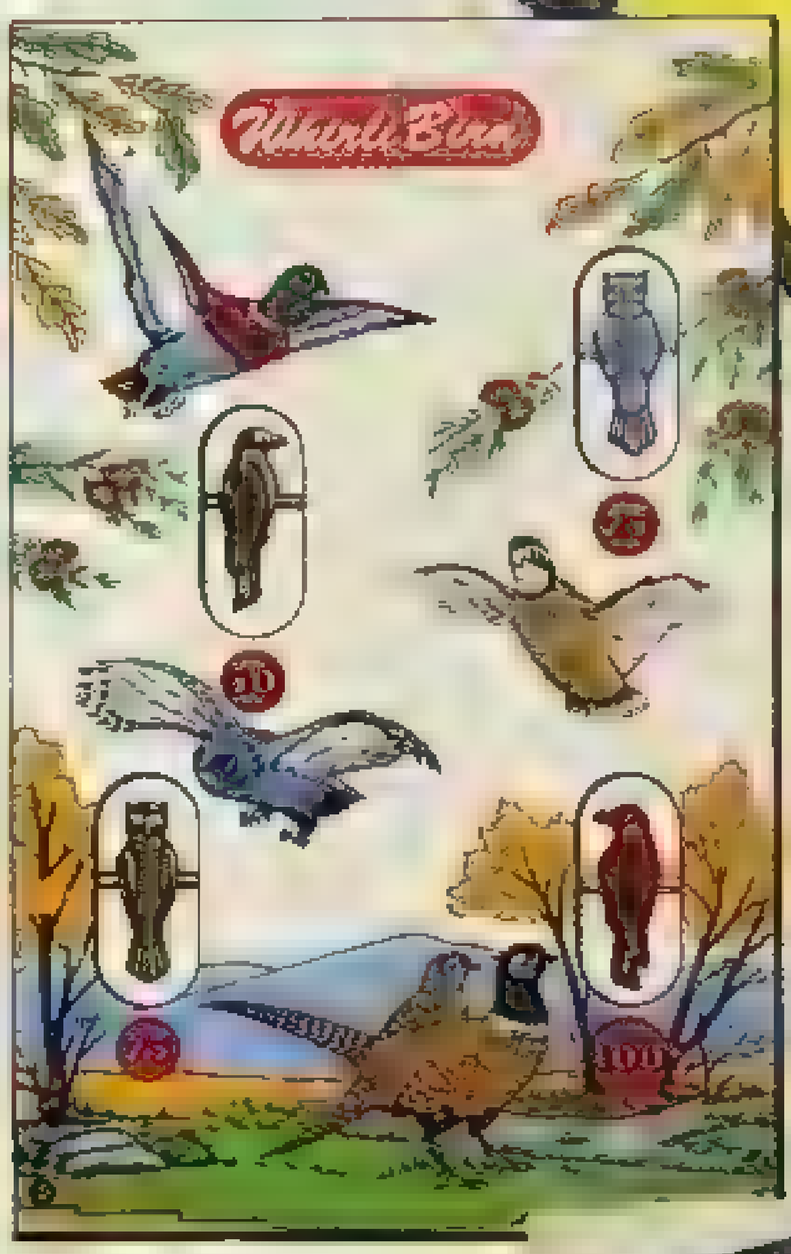
SHOWROOM: 200 FIFTH AVENUE • NEW YORK 10010 • TEL. AU 3-5900

New TARGET GAMES

BY OHIO ART

NO. 568 SPINNING TARGET & PISTOL

Plenty of action from this new creation. Four plastic birds on wire spin 'round and 'round when hit by safe plastic dart. Complete with target pistol and two darts. Target is brightly lithographed on metal.



NO. 564 BULLSEYE TARGET & PISTOL

Medium size target boasts an [illegible] color. The dependable [illegible] metal Pistol and two rubber tipped [illegible] plastic darts are included. A sure-fire seller. Comes in [illegible] packages to pack big

NO. 574 SPINNING TARGET & PISTOL

A value-packed target game that will score [illegible] sales for you. Large metal target [illegible] lithographed in full color. Four plastic birds perch in cut-outs, spin when struck by safe, plastic darts. Complete with gun and [illegible] darts. Each in box.

See

OHIO ART

at the TOY FAIR

We'll be waiting to meet you at Suite 801 through 808, Hotel New Yorker

THE OHIO ART CO.

BRYAN, OHIO

OHIO ART

welcomes you to

TOY FAIR

STOP AND SEE US...
ROOMS 801-808
HOTEL NEW YORKER

Don't miss the exciting new

SATELLITE PATROL

NO. 560 PISTOL & DARTS

NO. 71
"SWISS MISS"
TEA SET

NO. 132
DOLL STROLLER

NO. 188
VINYL
ANIMAL
ASST.

NO. 111
"SLICK"
SHAVER

CARNIVAL TARGET

NO. 572
CARNIVAL
TARGET &
PISTOL

NO. 129
' ROY ROGERS" HORSESHOE BANK

NO. 1641 DELUXE
"LITTLE CHEF" ELECTRIC RANGE

THE OHIO ART CO.

BRYAN, OHIO

Manufacturers of Lithographed Metal, Soft Poly and Rubber-like Vinyl Toys

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Telephone
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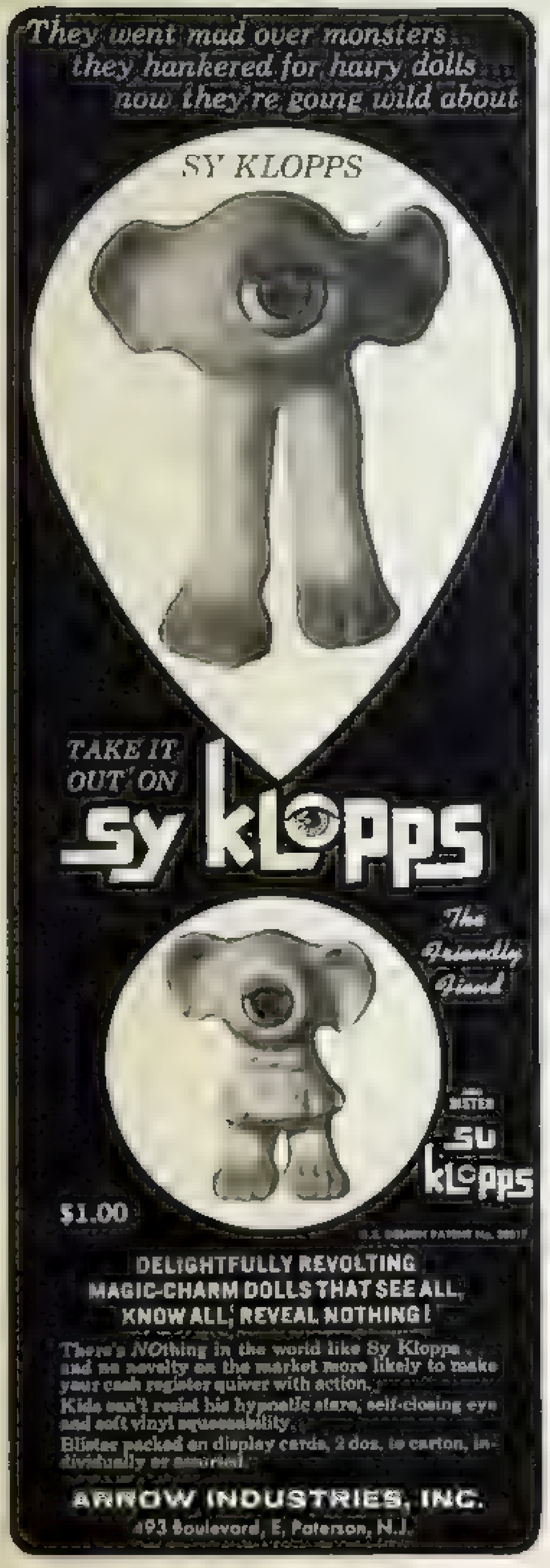
50 YEARS

No. 1...in Toys that sell best


They went mad over monsters...
they hankered for hairy dolls...
now they're going wild about
SY KLOPPS
TAKE IT OUT' ON
Sy Klopps
The Friendly Fiend
$1.00
DELIGHTFULLY REVOLTING
MAGIC-CHARM DOLLS THAT SEE ALL,
KNOW ALL, REVEAL NOTHING!
There's NOthing in the world like Sy Klopps ... and no novelty on the market more likely to make your cash register quiver with action.
Kids can't resist his hypnotic stare, self-closing eye and soft vinyl squeezability.
Blister packed on display cards, 2 doz. to carton, individually or assorted.
ARROW INDUSTRIES, INC.
493 Boulevard, E. Paterson, N.J.

all of us. The retailers are in a buying mood, and, with the Pittsburgh area a key TV market for the manufacturers we find a lot of excitement a lot of activity and a lot of orders created by increased consumer demand

The turnover of merchandise is so rapid, according to Mr. Seigel, that the retailer must have a fast and dependable supply line, if he is to stay in business and serve the requests of his customers. "Many of our really large accounts have stayed in business, and have enjoyed healthy increases in business, because of the distributor," he said "The manufacturers' television advertising has helped everyone in the industry You can go right down the line and check off the items that have created the most excitement and the largest turnover in the stores. No single distributor or retailer could create this type of demand with individual ad budgets And as long as the manufacturer can rely on the cooperation of the distributors to get adequate distribution of these low-ticket items, he will continue to come into this market very strong with saturation advertising"

The number one line in the area is Topper Mr. Seigel said, "Topper stands above all others because of their creative ideas and innovations. Secret Sam and Multi-Pistol are in greatest demand, and retailers are placing heavy on Topper because of their 'early-buy' incentive. Several other manufacturers, such as Ideal and Remco, with similar plans, have found that the early buy incentive works if presented properly to the retailer by the distributor

Mr. Seigel went on to say that the other top line in the area would be Remco, whose Heidi Dolls are moving very well off the counter, and the newly introduced Screaming Mee Mee, with the extra heavy TV play currently going on in the marketing area. Hasenfeld, he said, is still going strong with G. I. Joe, with their extended TV advertising, on in this area into January, keeping the pace up Rub Ons, too, have been very big. Mr. Seigel said, "probably one of the most successful television promotions in our market thus far this year

Other really hot items in the area? Ideal's Tip-It and Tigeroo were moving at such a pace "that we can't keep them in stock." The Kenner line was continuing to move well, Mr. Seigel added, with Sparkle Paint leading the way. "Amsco's Toon-A-Vision is still moving well as a result of early television promotion, and their Marble Race is still in good demand

"Multiple," he continued, "has an extremely hot item with Flying Floogie; Uneeda Doll is doing well with Wishniks right now, Colorforms' Monster Putty is getting fairly good play, and Maseon has one of the most successful $3-$5 numbers in a long time in Sticky Finger. Wham-O's Willy and Monster Magnet are two other items currently moving well"

How about the current skateboard craze? "The sale has slowed down," Mr. Seigel asserted, "due to adverse publicity in the local press, playing up the high inci-

THE STAPLE LINE FOR '65

INSTANT FUN...

No. 501 JACK & THE BEANSTALK

No. 502 MONKEYS AND COCONUTS

No. 425 KING OF THE HILL

JUST ADD PROFITS!

SEE 'EM FOR SURE
SUITE 660
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NEW YORK CITY

SCHAPER
PRONOUNCED SHOPPER!

SCHAPER MANUFACTURING CO. INC
650 OTTAWA AV. N., MINNEAPOLIS, MINN. 55422
AREA: 612 / 588-4438

Our family, 1965

*SCRABBLE®*CROSSWORD game, the great classic. DELUXE SCRABBLE, with revolving board. MAGNETIC TRAVEL SCRABBLE, travels for itself. New SCRABBLE CROSSWORD CUBES, it's portable. SCRABBLE FOR JUNIORS, crossword game for children. And SCRABBLE Brand ANAGRAMS. And more to come, too.*

Selchow & Righter Co.

Bay Shore, New York

*MANUFACTURED BY SELCHOW & RIGHTER CO. MADE IN U.S.A. FOR PRODUCTION AND MARKETING COMPANY. Distributed in Canada by Macpherson-Thomson, Ltd., Toronto

FUN FURNITURE that's sensible too...

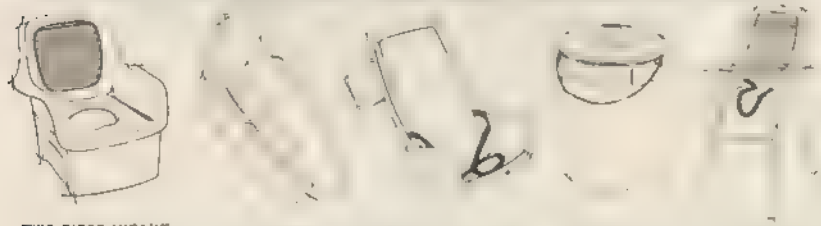
Lad and Lassie furniture is fun for children because it was designed exclusively for children. The sensibly smooth, rounded corners and strong construction means Lad and Lassie furniture can take a beating but won't hurt back. Lad and Lassie furniture is tough, scratch-resistant, non-toxic and washable. The furniture and nursery accessories come in three attention-getting colors and are sensibly priced for you and for your customers.

Lad & Lassie

Shown in photograph below: Giant Toy Chest • 26" Folding Table • Kiddie Chaise Lounge • Kiddie Love Seat • Kiddie Folding Tray • Kiddie Rocker • Kiddie Chair.

A TRULY NEW CONCEPT IN TOY AND JUVENILE MERCHANDISE

WE'LL BE AT THE HOTEL NEW YORKER, ROOM 620 DURING THE TOY FAIR



TWO-PIECE INFANT TOILET CHAIR | INFANT BATH | INFANT CARRY CRIB | DIAPER PAIL | HIGH CHAIR

The complete line of Lad & Lassie infant and juvenile furniture and accessories can be seen anytime at: Room 1131, 200 5th Avenue Bldg. and at John Morrison and Assoc., Room 903, 23 E. 26th St., or write for complete catalog and price list.

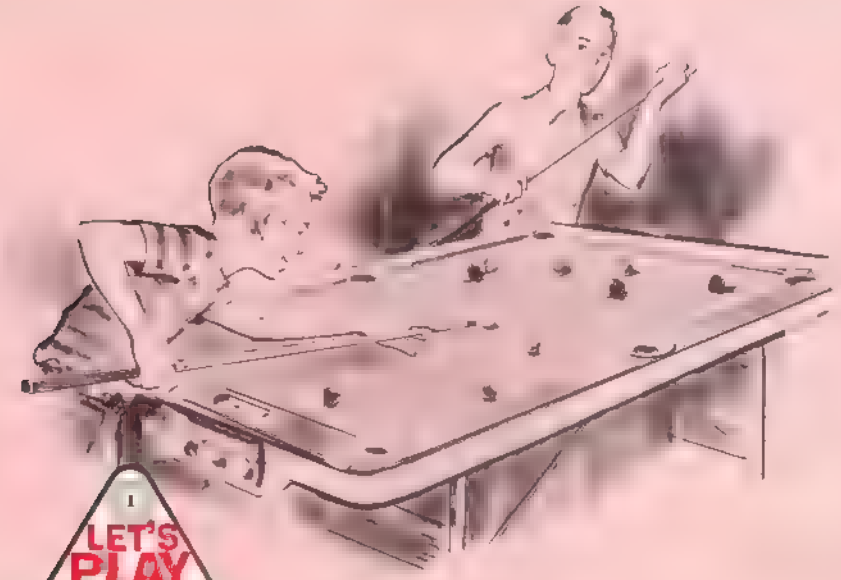
LAD AND LASSIE A division of Shamrock-Neatway Products, Inc., 1010 Lyndale Avenue North, Mpls., Minn. 55411

THE CENTER OF ACTIVITY FOR THE VACATIONER IN MAINE IS . . .

SKOWHEGAN

The hometown of U S Senator Margaret Chase Smith is located in the heart of Maine's Vacationland Skowhegan is at the crossroads of U S Routes 2, 201 and Route 150—within easy access of lakes, mountains and coastal areas Entertainment? The nation's oldest and most famous summer playhouse—Lakewood Theatre—presents the most celebrated actors and actresses of stage, screen and TV from June through Sept. The country's oldest agricultural fair—Skowhegan State Fair—Aug 14-21 Accommodations? There are 24 modern motels, hotels, lodges and motor courts in the Skowhegan area, 2 new tenting areas, 12 restaurants and drive-ins Shopping? Skowhegan's modern shopping center boasts the most courteous and helpful store clerks in Maine. We are proud of the epithet visitors have bestowed upon Skowhegan: "The friendliest town in New England!" Address inquiries to Chamber of Commerce, Box 326, Skowhegan, Maine.

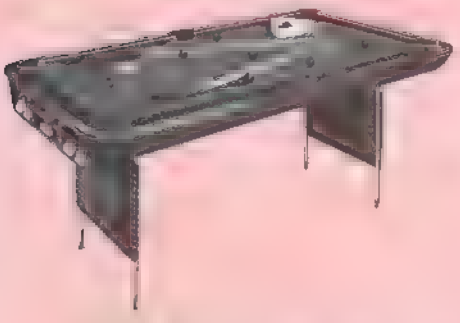
1
LET'S
PLAY
POOL
2
3



LET'S PLAY POOL

. . . on the most exciting new line of pool tables on the market, THE ROCKET LINE. Fully molded of top quality materials to professional specifications. These tables have the look and feel of the most expensive models at a moderate price. All models feature: fully molded construction, live action bumpers, molded number and cue balls, built in levelers (on floor models), kiln-dried cue sticks, and fine felted playing surface.

THE ROCKET LINE OF POOL TABLES BY STANDARD



No. 9500 TITAN 60" floor model

No. 9100 VANGUARD 41" floor model

No. 8000 RANGER 31" table-top model

No. 7800 NIKE 25" table-top model

for further information write to:

STANDARD PLASTIC PRODUCTS, INC.
450 Oak Tree Avenue, South Plainfield, New Jersey

INTRODUCING Standard Toykraft's NEW PLASTIC STICK-ONS™

No. 4221 Magilla Gorilla
Plastic Stick-Ons
Retail: $1.00

No. 4231 Flipper
Plastic Stick-Ons
Retail: $1.00

No. 4211 Skipper
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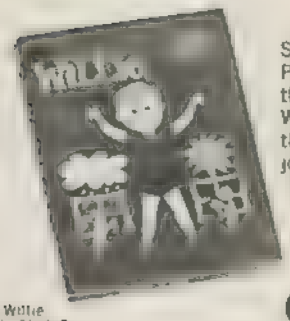
Retail: $1.00

with these special sales features:

No. 4201 Mr. Magoo
Plastic Stick-Ons
Retail: $1.00

- ***NEW*** Full color visual peel-proof packaging shows off the excitement, adventure in each **PLASTIC STICK-ONS** set.
- ***NEW*** Full color plastic laminated adventure platform and a host of assorted die-cut **PLASTIC STICK-ONS.**
- ***NEW*** 4 big selling names, SKIPPER, MAGILLA GORILLA, FLIPPER and MR. MAGOO, pre-sell **PLASTIC STICK-ONS.**

PLASTIC STICK-ONS promise to be big in repeat sales too! There are 4 different sets for your customers to buy.

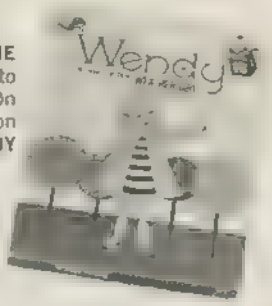


No. 5212 Willie
The Plastic Stick-On
Weatherman
Retail: $2.00

IMPORTANT!

STANDARD TOYKRAFT introduces the new **WENDY, THE** Plastic Stick-On **WEATHER GIRL** set as a companion to the steady selling famous **WILLIE, THE** Plastic Stick-On **WEATHERMAN** set. **WILLIE** is seen and used each day on the Romper Room TV show, in its 10th year. Now **WENDY** joins **WILLIE** to double the sales impact.

Write for new full color catalog.



No. 6212 Wendy
The Plastic Stick-On
Weather Girl
Retail: $2.00

Standard Toykraft INC.

OFFICES • PLANT: 95 LORIMER STREET • BROOKLYN, N.Y. 11206
SHOWROOM: 200 FIFTH AVENUE • NEW YORK • SUITE 557

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for 1965

Transistorized, battery-operated electric guitars.

Beautiful reed instruments—saxophones, trumpets, clarinets.

Bolero and Rumba maracas sets with authentic, pulsating rhythm, handsomely packaged.

Snare drum outfit, guitars, ukuleles, banjos, violins, bongos, castanets—beautifully packaged for maximum eye-appeal.

BEATLES' guitars, banjo, snare drum outfit, bongos—still the hottest-selling line of them all. (MASTRO is exclusive U.S.A. licensee)

SEE THEM ALL IN

ROOM 914

HOTEL NEW YORKER
MARCH 8-12

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Showroom: 200 Fifth Ave., Room 204, New York, N.Y.

It's always "STATE FAIR" Time!

For the most complete, most appealing line of promotional stuffed toys. STATE FAIR offers an array of all popular animals in every imaginable size. Made of Hi-Pile plush, they're cuddly—luxurious-looking—soft and silky to the touch. Safety eyes are fastened securely. Each toy is fluffed-filled with **new** cotton. Individually-packaged as so desired. Retail price from $1.00.

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SEE OUR COMPLETE LINE IN
ROOM 712
NEW YORKER HOTEL

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OR WE WILL CREATE FOR YOU
Write for Catalog

STATE FAIR TOY & NOVELTY CO., INC.

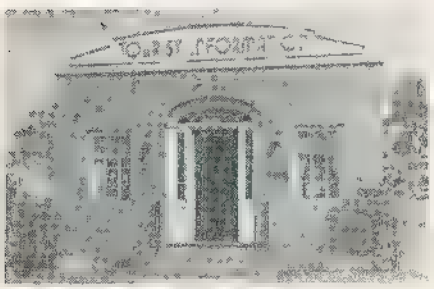
201 Front Street—Brooklyn, N.Y. 11201
212-MA 4-3931

Official INFORMATION Service

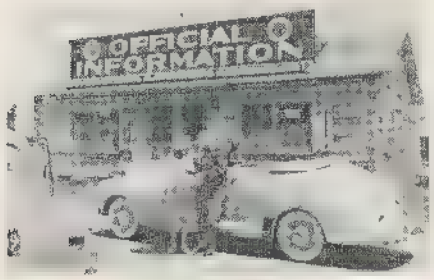
The State of Maine Publicity Bureau has been providing a free, complete and personalized information service about the Pine Tree State, its resources, facilities and accommodations for over forty years. It is a pioneer among state-wide publicity and promotional agencies and has been of valuable service to millions during these years.

You, too, are cordially invited to make full use of our services—free at all times—when planning your visit and after you arrive in Maine. Our sincere wish is to help make your visit to the State of Maine as enjoyable as possible.

KITTERY



BANGOR



FRYEBURG

Maine Information Centers have been located at the following places for your travelling convenience.

- NEW YORK CITY
  48 Rockefeller Plaza, A.P. Building
- MONTREAL, P. Q., CANADA
  Queen Elizabeth Hotel
- PORTLAND, MAINE
  Gateway Circle, U. S. Route 1
- KITTERY, MAINE
  Jct. U. S. Route 1 and Maine Turnpike
- BANGOR, MAINE
  Post Office Square
- FRYEBURG, MAINE (summer)
  U. S. Route 302
- CUMBERLAND, MAINE (summer)
  Maine Turnpike, Northbound
- CALAIS, MAINE (summer)
  International Bridge

In addition to the above Official Information Centers, you will find allied offices located at more than 40 strategic points throughout Maine.

FOR FURTHER INFORMATION ABOUT THE STATE OF MAINE, PLEASE WRITE:

STATE OF MAINE
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922 Gateway Circle
Portland Maine

PORTLAND

CUMBERLAND

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STATE OF MAINE PUBLICITY BUREAU

STERLING PLASTICS

FAST SELLING LINE OF SCHOOL AND STATIONERY SUPPLIES

No. 601

SPORTS CAR SHARPENER

Two models, the classic "T-Bird" and "XKE" sports car styled into a beautiful polyethylene rolling toy with a built-in pencil sharpener. Assorted colors . . . packaged individually on blistered cards.

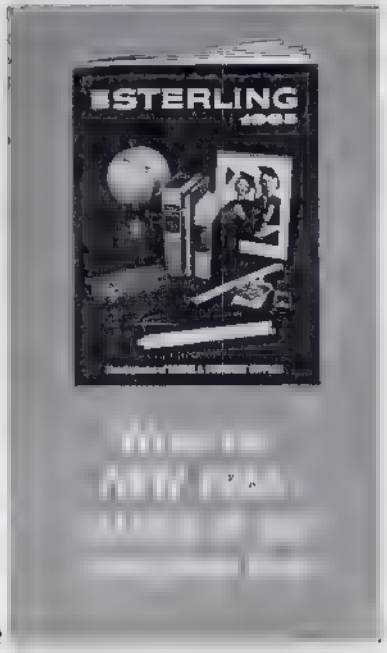
retail **25¢**

No. 557

American History PENCIL CASE

Dial important events in U.S. History and automatically dates appear. Cover depicts Columbus' landing, Spirit of 1776 and first Space Flight. Contains assorted school supplies. Assorted colors — ½ dozen to display carton.

retail **$1.00**



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OVER 300 MAJOR LINES EXHIBITED

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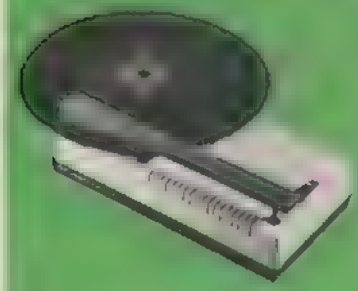
Strombecker Corporation presents the Disc-O-Tek, a new concept in amplified sound. Different. Imaginative. Versatile.



The Strombecker Disc-O-Tek is an amplifier and a phonograph . . . a new design concept that brings great sound to your customers at an almost unbelievable low price. Sing-along, play-along, fun-along with Strombecker's amplified sound system . . . The Disc-O-Tek puts you right in the heart of the sound! Thoroughly tested and proven the entire new line of Strombecker phonos will pave the way for new high profit, high unit sales for you.

6000 Cordless Battery Operated Electrically Amplified D C. Unit
6005 Deluxe Cordless Battery Operated Electrically Amplified D C Unit
6010 "Galaxy 100" Battery Operated solid state D C Unit
6020 "Disc O Tek" Amplifier & Phonograph A.C. Unit
6030 "Pocket Phono" Battery Operated D C. Unit

STROMBECKER

Strombecker Corporation, 4646 W Lake Street, Chicago, Illinois 60644

Strombecker Corporation takes pride in introducing the Tootsietoy sandwheel super: one of an entire line of more than a dozen super Tootsietoys.

Strombecker Corporation announces

one of the most significant promotions in 87 years of building quality toys with the famous Tootsietoy name

to grasp: unbreakable die-cast metal, plastic engine and cars and circular HO track. Only $5.00, retail. One of two fabulous Tootsietoy electric trains, made with extra care and extra quality

tootsietoy

SUN'S SENSATIONAL FOR '65

SUN

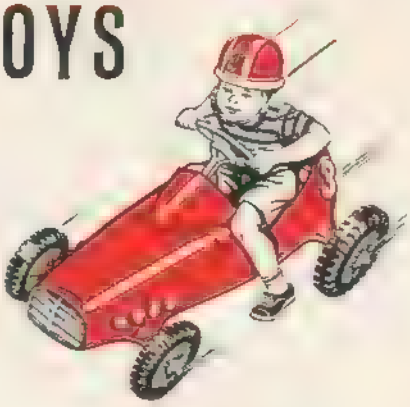
T.M.

"Ride-a-Way"

TODDLER TOYS

Big as Life, just as sturdy, as handsome and perfect as only SUN'S unusual rotational casting process can make them — these are SUN'S "Ride-A-Way" Toddler Toys — headed for a sensational selling year in '65!

Here's the line that will ring up sales for you as it cashes in on the current craze for sports cars and racing. It's a big 16" x 30"— biggest and huskiest toy ever rotationally cast by Sun, and molded accurately to the nation's big race car features. It's another sensational value from SUN!



WRITE FOR FULL COLOR CATALOG SHEET!

THE SUN RUBBER COMPANY

BARBERTON OHIO 44203 / AREA CODE 216 / 753-2231

SEE US AT THE TOY FAIR
ARCADE 102 and ROOM 1210
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WATCH IT! SUZUKI ARE HERE

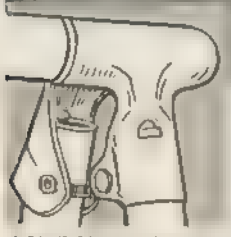
Smashing. What spirit. It's this spirit that makes Suzuki superior to conventional lightweight motorcycles. More exciting.

And we can prove it. Suzuki are International Grand Prix Lightweight Champions. They have more usable horsepower. They start easier. Run quieter. Are simpler to shift. More comfortable to ride. Best of all, Suzuki are here: 12 different models, $245 to $589. See your dealer.

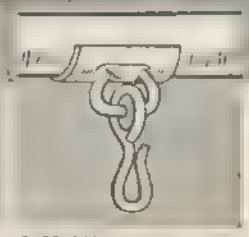
Whatever you do, be sure and write to us for a free copy of our exciting new booklet, "The Cycle Story." It's all about types of

SUZUKI

U. S. SUZUKI MOTOR CORPORATION • 200 West Centra Avenue • Santa Ana, California

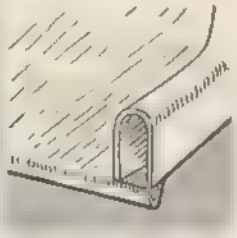


HEAVY CORNER CONNECTORS almost encircle pipe, [illegible] since a slop[illegible] being inserted too far.

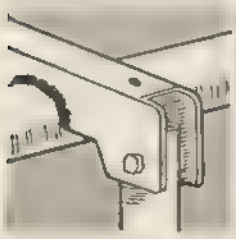


PATENTED LOCKING PLATE AND NYLON BEARING [illegible] longer, gives smooth, even swing.

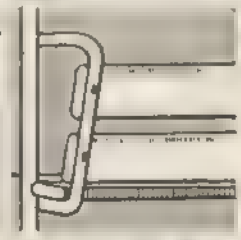
WOODEN SWING SEAT is non-slippery, painted in bright [illegible] and V-type bracket prevents easy twisting.



SLIDE BEDWAY [illegible] factory assembled [illegible] bedway.



GLIDER BRACKETS are welded to top bar. "J" bolts pass through upright bearing.



LAWN SWING seat rests are tilted back so child will not fall forward easily. Wide wooden slats, curved bracing for longer wear.

IT'S ALL NEW!

THE LINE • THE QUALITY • EVEN OUR SYMBOL

KIDDIE GYM

We've streamlined the 1965 Kiddie Gym line as completely as we have its symbol. Now the experience of 40 years blends with the modernized plant and production methods to give you the highest quality gym line in the industry. We have striking new colors and new design. We have a quality control system unequaled. Our own trucking system is constantly "on the go" to give you prompt delivery at low cost. We ship from stock to serve your needs immediately. You'll have to see the revitalized Kiddie Gym line to appreciate the quality we are building into it.

NOW ON DISPLAY IN OUR NEW

TAL-CAP, INC., TOY

New York Showroom

#540 - 200 FIFTH AVENUE

NEW YORK, NEW YORK

FIRST AGAIN H&
'tiger' hits
398

After a two year layoff and 397 First Place Wins, Dick Dorresteyn, **"TIGER POWERED by HARMAN & COLLINS" captures** Ascot's 5th Annual 100-LAP GRAND PRIX, A **record-breaking, THREE TIME WINNER!**

Harman & Collins, Inc.
specialists | motorcycle racing cams
5552 ALHAMBRA AVENUE, LOS ANGELES 32, CALIF.
"THE HOUSE OF TIGERS"

ROUND UP continued

Rovers Motorcycle Club in Rhode Island, is presenting its International Motorcycle Show at the Varnum Armory in East Greenwich, Rhode Island. Dick Whitaker, Director of the show, informs me that in addition to a complete display of all the important and rare makes of new motorcycles, there will be a comprehensive display of antique and contemporary machines.

In addition to this, the Rhode Island Museum of Transportation shall exhibit a display from its motorcycle section depicting the history of motorcycles. The show is a charity affair to benefit the building fund of the museum. They are building a new large addition to house the extensive collection of motorcycles, motorcycle literature and license plates. Readers who might wish to contribute to the building fund but are unable to attend the show, may send any contribution to the Rhode Island Museum of Transportation, 33 Alger Ave., East Greenwich, R I. Also, anyone interested in contributing to the museum's license plate collection may mail the plates to the same address; either will be equally welcomed.

Dates and hours of the show are Friday, May 28th from 1 00 p.m. to 11 00 p.m., and Saturday May 29th from 10 00 a m. to 10 00 p.m. The Armory is located on U S. Route 1, general admission is 50 cents. We hope it will be the biggest cycle show ever to hit the East coast.

YAMAHA ON THE SLOPES

Some time ago I took up skiing, ridiculous as it may sound considering how many excellent opportunities I already afford myself to break something. Yamaha International came to the rescue again and furnished my wife and me with two pairs of their beautiful epoxy skis. I'm happy to report that Yamaha products make about the same impression on the ski slopes as they do on the streets and that our bright yellow boards attracted much favorable attention. I am not as yet expert enough to give a qualified opinion on Yamaha's skis, but they suited us to a tee and I was quick to explain to the curious that they made a pretty good motorcycle as well To say nothing of pianos, guitars, banjos, organs and boats.

BRITISH PUBLICATIONS BOW

An old acquaintance from my brief excursion into karting a few years back, Alan Burgess, from London, England, publisher of the leading karting publication over there, has launched a first time venture in drag racing magazines with his new publication, titled, *Drag Racing* Though relatively common in this country, this is the first such publication in Europe and should reach a fast developing audience. Burgess devotes the magazine to all forms of sprint (drag) machinery, including a good portion to motorcycles, with articles by such British authorities as Charlie Rous and Peter Arnold.

First issue of *Drag Racing* contains, among many things, an interesting feature on blowers (superchargers) for bikes, de-

(Continued on page 12)

Meet us at the Fair

Room 450
200 5th AVENUE NEW YORK CITY
your key to proven profits!
The basic staple Tinkertoy line
·PLUS·
exciting new toys for additional sales
there's money in the Tinkertoy line for you
THE ORIGINAL TINKERTOY

THE TOY TINKERS, Division of A. G. Spalding & Bros., Inc.
807 Greenwood St., Evanston, Ill., New York Showroom, 200 5th Ave., Room 450

ready-to-wear; women's accessories; family clothing; men's and boys' clothing; paints, glass and wallpaper; and stationery. Categories having the highest percentage of *store* ownership were: Household appliances, farm and garden supplies; furniture and home furnishings; and toys, luggage, cameras and gifts. The reason cited for the success of apparel lines in resisting takeover are the highly competitive conditions and greater stress on merchandising and pricing. No doubt the prime reason for takeover is lack of control by the landlord or ineffective operation by the lessee.

CHARGE ACCOUNTS . . . Charge customers of department and specialty stores also add substantially to the *cash* sales volume of the stores in which they have accounts. This rather surprising finding was made recently by A. J. Wood Research Corporation of Philadelphia. In a national cross-section survey of middle income women, they found that this distaff group made nearly two-fifths as many cash purchases as they did charge purchases and nearly two-thirds as many cash purchases as did the cash shoppers among them. The study also indicates that possession of a charge account tends to reduce "walkouts" by up to 50%. Only 16% of charge customers entering the stores failed to make a purchase compared to 35% of cash shoppers who just "looked and left." Moreover, the Wood study indicates that charge-account customers make cash purchases as well.

RETAILING, 1965 . . . Whither retailing this year? If there is a recession after mid-year, that would put a crimp in sales. If last year's tax cut finds many consumers in an under-withheld position come spring, that could hurt Easter sales. Others worry that 1964's spectacular retail gains will be difficult to eclipse. The widely-followed view of consulting economist A. W. Zelomek is that retail volume this year will hit $375 billion, about 6% above 1964 but slightly behind the rate of gain posted last year. He anticipates a bigger increase in dollar volume than in unit volume, due to the strong trading up trend which gathered steam last year. Discount stores should do as well as general merchandise stores. Fashion merchandise will have a favorable reception and demand for drugs, home appliances and TV sets will increase. Durable goods sales may continue to rise at a faster rate than non-durables, depending on the pace of auto sales comments Mr. Zelomek. Unquestionably, Washington will have a bigger say than usual in 1965 retail sales. If manufacturers' excise taxes are lowered or eliminated by Congress, a whole range of durables, including autos, will benefit. Lowering retail excises might not have so much effect because many consumers are accustomed to the tax on many items. Some excise action is likely as a means of stimulating the economy.

For a Review of the Fair . . .
See Playthings' April Issue

SKYROCKET YOUR PLUSH SALES
WITH
PROMOTIONAL STUFFED TOYS!
See our NEW 1965 line for every price range!
• PROVOCATIVE EYE© POODLES
• NATIONALLY KNOWN "Mr BIM"© the Monkey
Numerous other items for Impulse Sales!
SEE US
AT THE TOY FAIR
ROOMS 725-726
HOTEL NEW YORKER
COLUMBIA PRODUCTS, INC.
MANUFACTURERS OF STUFFED TOYS
1601 Bellefontaine • Kansas City, Mo.

provides 1,200 square feet of showroom space and 500 square feet of office and storage space. Former quarters were in Ideal's main display area, room 1340.

ALLEN PLASTICS OFFERING MOLDING RUBBER COMPOUND

A new All-Rub Molding Rubber consisting of 100% solids and containing neither water nor solvents has been developed by the Casting Research Laboratories of Allen Plastics Corporation, 1015 E. 173 Street, Bronx, N.Y. 10460

With the two-part compound, which is mixed in equal parts prior to use, it is possible to make a complete mold in less than an hour, the manufacturer claims. The company says that All Rub is ideal for making molds for toys, manikins, statuary, decorative displays, lamps and so forth, and that it "is excellent" as a potting compound

All-Rub can also be used for casting polyester resins and other materials without the need of a mold release and for replacing latex rubber molds. The manufacturer notes that there is virtually no shrinkage in the All-Rub molds.

The compound is available in pint, quart, 1- and 5-gallon containers and 55-gallon drums

Quality Toy Makers
for all children

REMCO
EVERY BOY
WANTS
A REMCO TOY...
AND SO DO GIRLS
REMCO INDUSTRIES
Cape May Street, Harrison, N. J.

Planning a Move?

You can save time and we can save money . . . and the post office can save labor if you let us know in advance when you move and where to

Drop a card to:

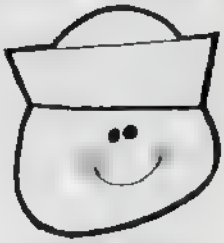
Circulation Department
PLAYTHINGS MAGAZINE
71 W. 23rd Street
New York 10, N. Y.

Tie-in to Success!
COKE DISPENSER $2.98
Bright red and white — just like the real thing! — 6" x 9" x 10" Impact Plastic — it pours real Coke from regular 6½ oz. Coca-Cola bottle. Four miniature Coke glasses (plastic) included.
TRIM MOLDED PRODUCTS CO.
Burlington 2, Wisconsin

CRAYONS
WATER COLORS
TEMPERAS
FINGER PAINTS
MODELING CLAY
Boxed or Bulk
Filling the requirements of Toy Manufacturers
ADVANCE
CRAYON & COLOR CORP.
136 Middleton St. • Bklyn, N.Y. 11206

HILLBILLIES

WESTERNS



GOBS
& GOBS & GOBS OF
HATS
INCLUDING THE NEW COLORFUL ITALIAN BEACH COLLECTION
WRITE FOR FREE CATALOG:
nfn
newark felt novelty co.
50 Jelliff Avenue
Newark, New Jersey

weren't running stock models but they weren't winning against the amateurs either. Other factories entered works riders but none came near the Zundapp results – for their factory bikes.

They make no claim that you could get even close to a works scrambler, no matter what you were willing to pay. Even our posed photos were a special concession. What Zundapp riders with that coveted key to the development shop are after are tricks to use on the assembly line across the courtyard. They have a free hand in putting together special tailpipes – two-stroke bikes, remember – designing heads to be cast in lots of a dozen or less, and playing with the ports. When it works – the production bikes benefit.

Apart from Kreidler, who concentrate on road racing, Zundapp is the only German builder with the courage to shoot for the silverware in the firm conviction that you can still sell motorcycles to sportsmen. They're too busy fiddling with special head fins to worry about the "image" of two wheels around Germany, with the result that they sell bikes.

Incidentally, the pictures here are a good example of the free hand Zundapp gives its race department. The trials bike shows clearly the different finning for its increased bottom-end power. Sengfelder put this one together himself, for his third title, and commented that he still had some exhaust empiricism on his winter schedule to get more even power at low speeds.

To consider 1964 only, the production Zundapps (some 2,000 workers make 6,000 to 7,000 street bikes a month in a super-modern factory) went over to one L-ring at the top of the piston and three-porting for a quick 10% power boost *with* better piston life and lubrication as a bonus. Both ideas applied to the road machinery came out of that special shop with the double locks on its doors.

It naturally helps the Zundapp experimenters that they have their own metal casting setup on the grounds. Virtually everything but rims, spokes and such natural outside items as rubber and electrics is made on the Zundapp lot, not far from the center of Munich. They've just put in a casting machine which works by push-button and is among the most modern in Germany – of *any* industry. Even precision frame parts are stamp-cast on the spot from dies made by their best machinists in another division.

An example of attention to the kind of detail which wins even for private riders is the engine checking system. Every hand-assembled engine is first run on the dyno, then given a quick power check, with full-scale spot-checks for output on several engines a day. When the scooter or bike is assembled it is run again on a chassis brake for power and tune. That's for the production line two-wheelers, so you can imagine the fanaticism given their works specials.

The whole game will naturally become too specialized if they don't give in before long and build a small series of sport specials for selected customers, but I get the idea that this plan isn't entirely beyond the possible limit. Meanwhile they are improving the breed and the morale of twelve of Germany's top riders – so how about the rest of us cow-trailers? •

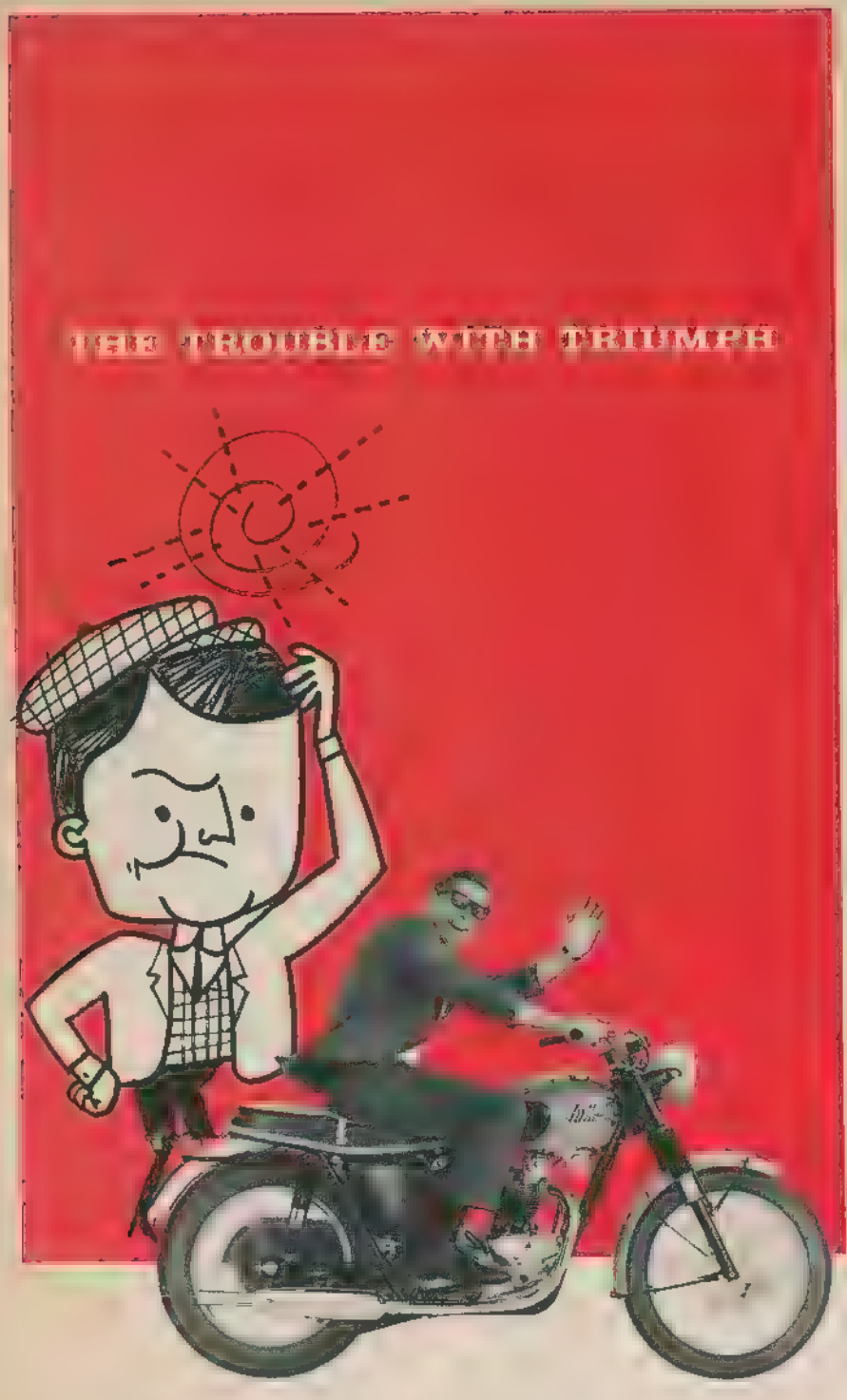
BEST OF BREED

Going after the big ones? Then travel first class – all the way – on a Triumph "Mountain Cub." Its powerful stamina and special wide-range gear selection make it the king of the trail bikes. No trail is too rough – few mountains too steep – for this rugged motorcycle.

See all eight quality Triumph models for '65 now at your dealer, listed in the local classified phone directory.

TRIUMPH

Johnson Motors, Inc. / Western Distributor: 267 West Colorado • Pasadena, California 91102
The Triumph Corporation / Eastern Distributor: Towson, Baltimore, Maryland 21204



All your relatives, friends, nodding acquaintances, perfect strangers – even enemies – want to ride it. Happens all the time. The word soon gets around that the 1965 Triumph motorcycles are quality-loaded.

Please tell your r/f/na/ps/e to lay off (in a nice way, of course) and get their own Triumph. Let them call their nearest dealer and pick on one their own size. He's got 8 different models – all quality-loaded.

TRIUMPH

Johnson Motors, Inc /Western Distributor: 267 West Colorado • Pasadena, California 91102
The Triumph Corporation/Eastern Distributor: Towson, Baltimore, Maryland 21204

LETTERS continued

back. These were the bearings on the train car axles. They used to be plain bearings lubricated occasionally with an oil can. Today they use Timken-type roller bearings packed full of grease. They carry a heavy load but turn relatively slowly.

The high speed electric motors are small with roller or ball bearings packed in grease and sealed to prevent loss of grease and entry of foreign matter. These motors are nearly perfecly balanced and have almost no load on their bearings.

The ultra high speed turbines usually have their bearings located in a fairly low temperature area and the turbines are perfectly balanced with no vibration or lateral pounding forces imposed on them as found in reciprocating engines.

High speed turbines as found in jet engines are lubricated with a very fine mist of light oil that is always clean and usually not re-used Mr Soper's examples dealt with either high load and low speed or low load and high speed with relatively clean lubrication.

Mr. Bond's article dealt with motorcycle engines. High speed, high temperatures, high load machinery with heavy lateral pounding forces demanding bearings that can take a real beating, while using hot, sometimes dirty oil

For the advantage of a plan bearing over a roller or ball bearing, for use in reciprocating engines, I refer you back to "A Look at Motorcycle Engines" by John R. Bond in the April 1965 CW

JOHN D. WEIMER
Cape Girardeau, Mo.

ONE MAN'S OPINION

I have been reading CW ever since your first issue came out. And I don't think I have missed one. But I have never written before Now I think it is time!

First I will identify myself. I am a member of the fun loving "brush bashers," and I own what I think is the ultimate in 250cc scramblers. But I also own a 1964 H-D FLH I would not want to part with either of the two, and when I am not out dodging stumps my wife and I are enjoying taking trips on the big one.

Now what I want to say is, I can't see what some of your readers are complaining about. I think your road tests of the H-Ds have been unbiased and extremely fair. When there are numerous makes to be tested, how can anyone expect to see a H-D test in every issue? Let's back off, guys and give the old *Ed.* a break! So he can keep up the good work.

W. G. STOREY
Marion, Ohio

HORSEPOWER DIFFERENCE

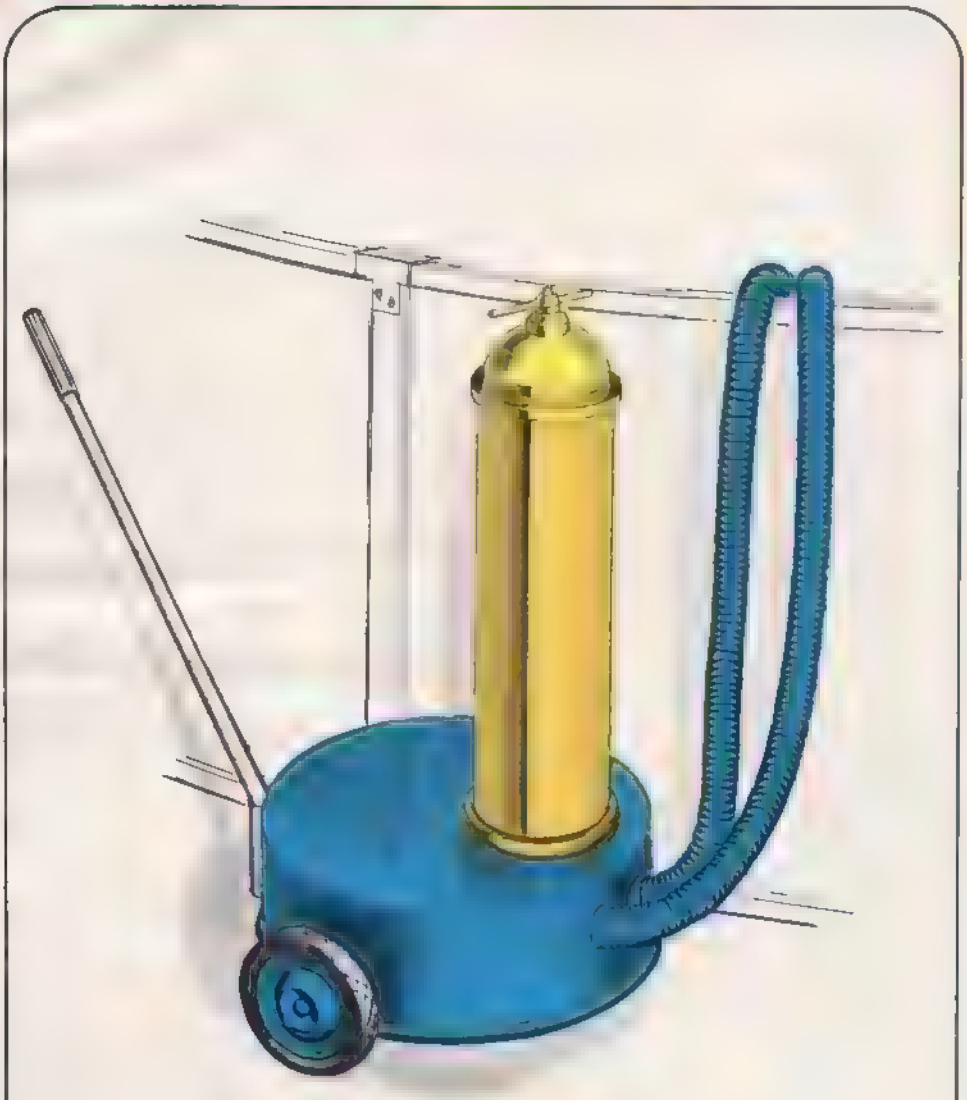
I would like to point out a mistake in your road test of the Yamaha YM-1. In it you state that "The 350cc engine of the YM-1 pumps out 26 bhp at 7000 rpm (compared to the YDS-3's 24 at 7500 rpm)." Well according to the 1965 Road Test Annual, you show that the YDS-3 produces 27 bhp at 7500 rpm. So does this mean that the YDS-3 produces one

(Continued on page 36)

1965

URB POOL FILTERS

URB PRODUCTS CORPORATION
55 MEADOW STREET, BROOKLYN 6, N Y N Y. Showroom: 200 F fth Ave
212 EVERGREEN 6-9000



UF 600 ½ H.P. Motor 2000 gallon per hour capacity for pools up to 28 ft. in diameter. Motor completely covered by filter base. 57 lbs.

THE NEW OCEANIC ½ H.P. Roll-Away Filter

- *Largest motor ever used in the above ground pool industry ½ H.P. —3450 RPM motor for longest life and coolest running*
- *Cartridge made of new Redwood Fiber impregnated with Diatomaceous Earth. Longer cartridge life— better filtration.*
- *Big 25 sq. ft. filter . . . 19" length.*
- *Tests at 2000 G.P.H. more than halfway through the filter cycle!*
- *Easy-to-obtain head gaskets, can even be made at home!*
- *So convenient! Just use it—then roll it away!*
- *Has sturdy internal cartridge support made of plastic mesh to eliminate back pressure*
- *Air vent valve is located at highest point in unit for easiest operation!*
- *Solid support base and collared flanges prevent any water from bypassing cartridge.*
- *Intake and output openings at bottom of housing assures simple removal at top!*
- *Cartridge housing constructed of Poly Vinyl Chloride (PVC)—an unusually durable all-weather plastic.*
- *For pools up to 28" in diameter.*

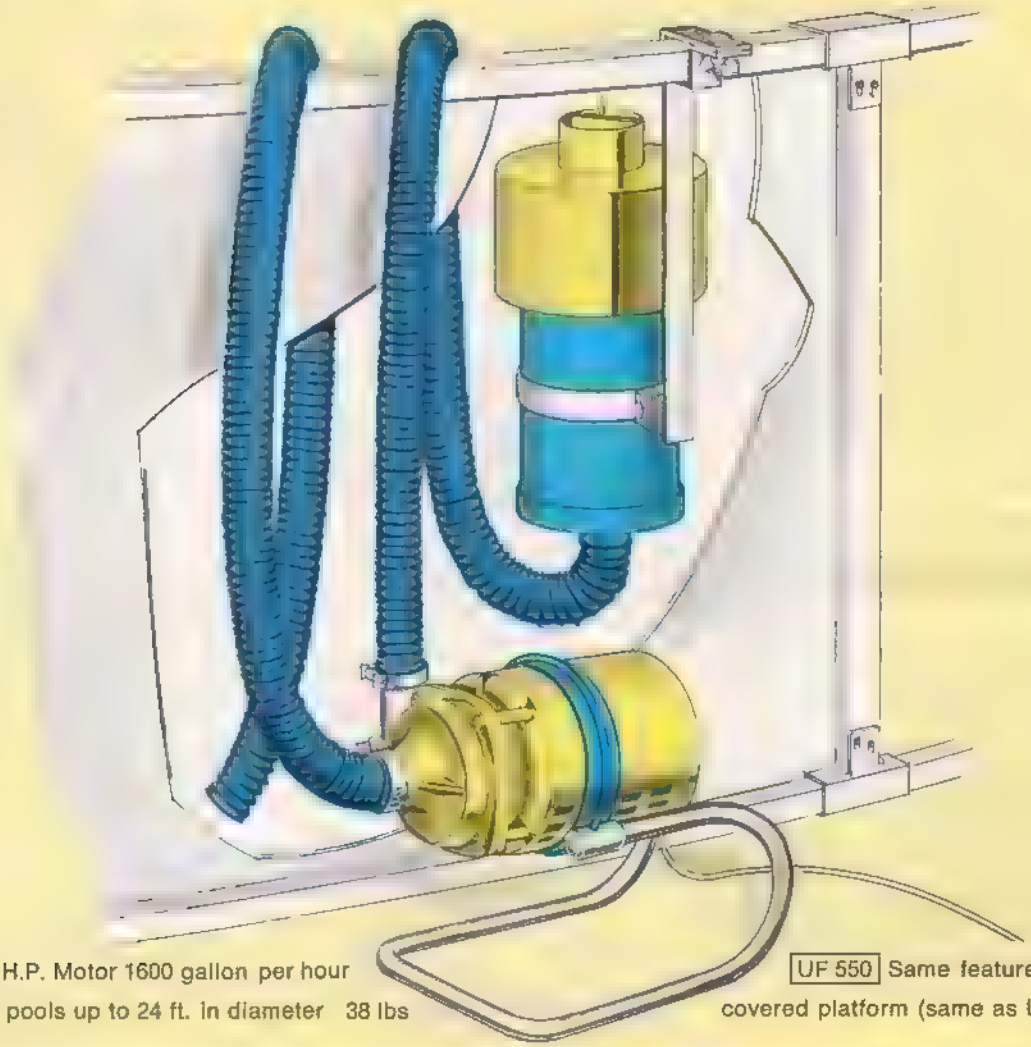
THE REVOLUTIONARY NEW *Oceanic* UF 600 ROLL-AWAY FILTER WITH 1/2 H.P. MOTOR AND 25 SQ. FT. OF FILTRATION

Based on rigorous san'tation standards this advanced new filter is spec ally built for bigger pools up to 28 feet in diameter. Its unique f lter unit is composed of a new material acid-resistant redwood comb ned with Diatomacious Earth to filter out the tiniest particles Special folding of the cartr dge material guarantees complete utilization of the ent re cartridge at all times and resists bridging Custom formulated high impact plastic housing w ll not corrode or d scolor, can withstand the strongest of chemicals, even ultra-vio et rays.

BRAND NEW FOR '65...

The Oceanic Skim Filter

TWO-IN-ONE COMBINATION SKIMMER AND FILTER



UF 500 ¼ H.P. Motor 1600 gallon per hour capacity for pools up to 24 ft. in diameter 38 lbs

UF 550 Same features as UF 500 plus covered platform (same as UF 150 opp. page)

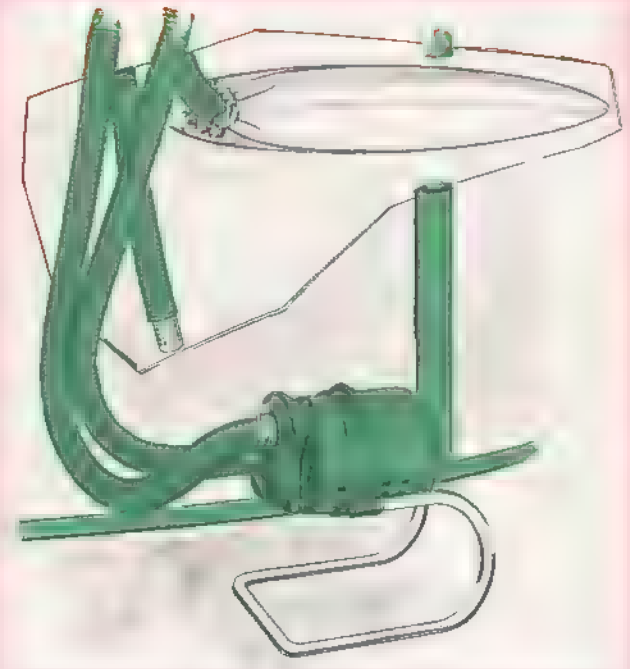
Years of development have resulted in this new combination skimmer filter with 13 sq. ft. of filter area—almost 3 times as much as competition filters in this price range. This uniquely engineered unit filters the main body of water and skims the surface clean at the same time. Special vents plus a movable gate eliminate any possibility of losing prime when air is sucked into the skimmer unit. For use in pools up to 24", this uniquely designed filter operates on a vacuum principle to take out all dirt *before* it reaches the pump, adds years to the life of the filter

- *Most advanced filter cartridge made—of acid-resistant redwood impregnated with diatomaceous earth for finest filtration!*
- *Special folding of cartridge resists bridging—allows complete utilization of entire cartridge, even when loaded with foreign material.*
- *1600 Gallon Per Hour flow with 13 sq. ft. of filter area.*
- *Oceanic Skim Filter combines top quality ¼ H.P. motor made in U.S A. with proper impeller for long motor life and cool running.*
- *Underwater vents insure constant running; prevent loss of prime!*
- *For best support possible, main housing of filter is attached to pool with adjustable supports.*
- *Use for pools up to 24 foot diameter.*

EASIEST-TO-USE FILTERS EVER MADE...

The New Oceanic Terminal Filter

UF 150 ¼ H.P. Motor 1300 gallon per hour capacity for pools up to 18 ft. in diameter. 43 lbs.



UF 110 ¼ H.P. Motor 1300 gallon per hour capacity for pools up to 18 ft. in diameter. 33 lbs

For easy cleaning, simplest use . . . the Oceanic Terminal Filter is the most popular filter available for pools up to 18 feet in diameter. Its original features include an exclusive Dynel bag that is extremely resistant to chemicals. Bag is triple-reinforced to eliminate any damage caused by overloading. This amazingly durable bag is designed for use with Diatomaceous Earth for finest filtration. Its top quality ¼ H.P. motor is combined with proper Design Impeller for longest life and coolest running.

- *New easy-to-clean Dynel bag—just turn inside out for instant cleaning.*
- *Wash in minutes by hose or in your own washing machine.*
- *Sturdy stand eliminates vibration!*
- *Includes same top quality motor (made in U.S.A.) as in industries' best quality filters.*
- *Durable Dynel bag will not burst—is resistant to pool chemicals.*
- *Provides powerful flow of 1300 G.P.H.*
- *Use for pools up to 18 feet in diameter.*

URB POOL ACCESSORIES

OCEANIC FILTER TOP-SKIMMER

Filter attachment for Oceanic Filters Skims top level of water, filtering out insects, leaves, dust.

Style	Packed Together	Shipping Weight
AS15	1	5 lbs

POOL VACUUM ATTACHMENT

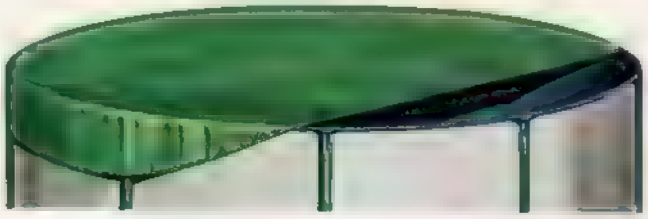
For cleaning pool bottoms

Style	Size	Packed Together	Shipping Weight
VA18	10'-18' Pools	1	5½ lbs
VA24	18'-24' Pools	1	6 lbs

OCEANIC LADDER

Attractive, well-constructed of rugged hardwood-baked enamel finish "In and Out" pool ladder, standard sizes to fit all pools

Style	Size	Packed Together	Shipping Weight
L48	For 36" - 48" pools	1	36 lbs



POOL COVERS

Heavy gauge plastic with elastic snug-fit binding. Keeps out leaves, dust, insects

Style	Size	Packed Together	Shipping Weight
C102	10'	18	35 lbs.
C122	12'	12	32 lbs.
C154	15'	6	29 lbs.
C184	18'	3	26 lbs.
C204	20'	3	32 lbs.
C224	22'	3	38 lbs.
C244	24'	3	48 lbs.

GROUND COVERS

See Salesman for Full Range of Sizes

DELUXE POOL COVERS

Another new "addition" from Urb for the portable pool industry. New, woven green Polypropylene covers are similar to those used with expensive installed pools. Permits air circulation, keeps dirt and leaves out of pool.

Style	Size	Packed Together	Shipping Weight
WC12	12'	6	29 lbs.
WC15	15'	6	38 lbs.
WC18	18'	3	26 lbs
WC20	20'	3	31 lbs.
WC22	22'	3	35 lbs
WC24	24'	3	45 bs

URB POOLS FOR 1965

THE MOST COMPLETE LINE OF ABOVE GROUND POOLS

...manufactured by Urb Products from the smallest inflatable to the most rugged 24 ft. pool. Send for your complete full color pool catalog today.

SUN DECK OCEANIC

THE SUPER OCEANIC

	UF110	UF150	UF500	UF600
FOR POOLS WITH DIAMETER OF	18'	18	24	28'
FILTRATION	6 SQ. FT.	6 SQ. FT.	13 SQ. FT.	25 SQ. FT.
FILTER CAPACITY	1300 GPH	1300 GPH	1600 GPH	2000 GPH
MOTOR HP	¼	¼	¼	½
VOLTAGE	110 V AC	110 V. AC	110 V. AC	110 V. AC
FILTER TYPE	Terminal Dynel Bag	Terminal Dynel Bag	Cartridge	Cartridge
WEIGHT	33 LBS	43 LBS	38 LBS	57 LBS
LIVE CORD	Three Conductor Grounded			

Beautiful Dolls
love Publicity...
...and Betsy McCall
has lots going for her!
She's the doll who is spreading her charm into millions of homes 12 times a year as a regular editorial feature in McCall's Magazine, the first magazine for women. Now, there's even more! Betsy will be featured in 4-color, full-page ads in the October, November and December issues of McCall's.
It's well known that Uneeda's Betsy is a fashion doll completely outfitted in a choice of six beautiful costumes. Betsy sits, stands, sleeps ...and her fans already include thousands and thousands of little girls who adore her.
She's a celebrity! The doll who gets around... to more children... in more places. And when she gets going in McCall's...she'll be the doll who cashes in on her publicity by selling, selling, selling!

Created Exclusively for McCall's by **UNEEDA DOLL COMPANY, INC.** Room 556 200 Fifth Avenue New York 10

This is what happens when you're the Most Popular doll in town...

...Betsy McCall

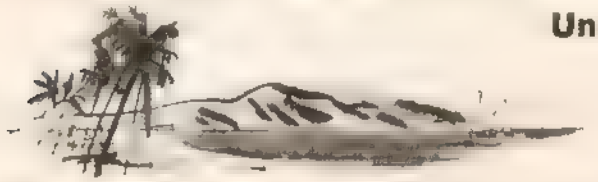
Especially when your name is Betsy McCall and you're a part of the distinguished and influential McCall's Magazine family. You're famous!
And, like all beautiful and famous personalities—Betsy is a big success.
And everybody wants to be a part of the Betsy McCall success story.
Licenses have been granted to the following companies for use of the name "Betsy McCall" in conjunction with products manufactured by them.

Betsy, herself,	UNEEDA DOLL COMPANY
"Betsy McCall" Tea Sets	IRWIN
"Betsy McCall" Jig Saw Puzzles	E. E. FAIRCHILD
"Betsy McCall" Coverlets & Drapes	ACME QUILTING
"Betsy McCall" Pencil Coloring Sets	VENUS PEN
"Betsy McCall" Activity Books, Magic Slates	SAALFIELD
"Betsy McCall" Pretty Pac	AMSCO
"Betsy McCall" Baking & Doll Cut-Outs	STANDARD TOYCRAFT
"Betsy McCall" Designer Kit	LAKESIDE
"Betsy McCall" Records	MIDNIGHT MUSIC
"Betsy McCall" Little Golden Books	GOLDEN PRESS, INC.

Join the selective group. Become a Betsy McCall licensee.

Available only: Betsy McCall, 230 Park Avenue, N.Y. 17, N.Y.

See . . . the majesty of the West from a Union Pacific Domeliner. You'll enjoy the restfulness of Domeliner travel, Coach or Pullman, en route to or from California or the Pacific Northwest. There's room to roam and appetite-teasing meals are just down the aisle. Exciting stopovers add to your pleasures — Las Vegas for example. Economy too — especially with money saving family fares. For further information and reservations call your Union Pacific Representative or travel agency today.



Union Pacific Railroad

Omaha, Nebraska

UNION PACIFIC RAILROAD

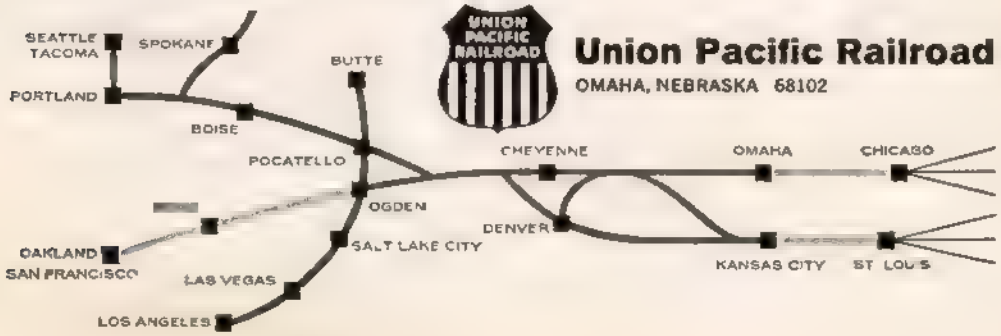
DOMELINERS: *"City of Los Angeles" "The Challenger" "City of San Francisco" "City of Portland" "City of Denver" "City of St. Louis"*

speed piggyback shipments on Union Pacific...the

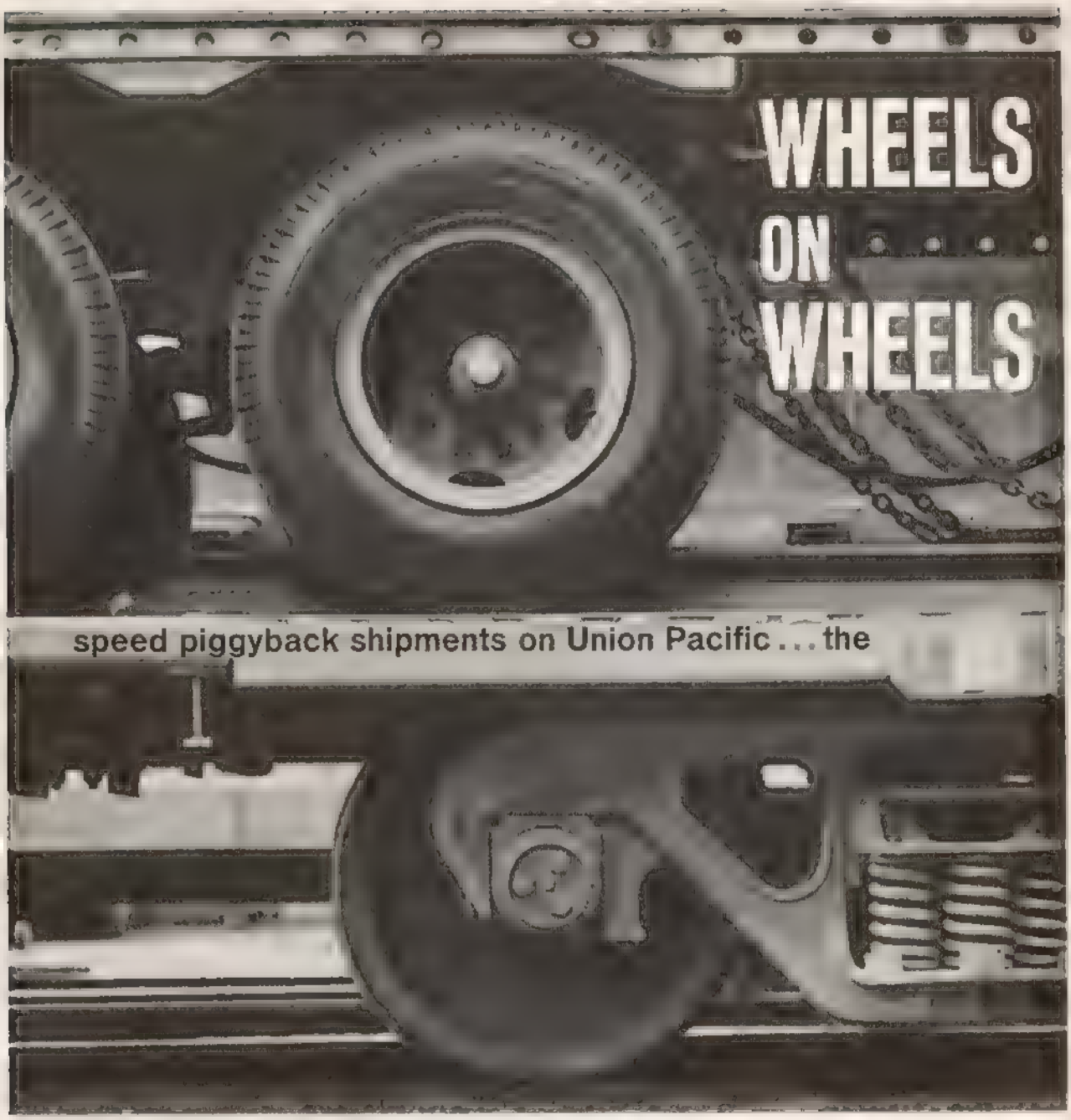
automated rail way

Piggyback . . . the modern, fast growing method of freight transportation is a vital part of total physical distribution for many products. You get dock-to-dock service with the traffic-free speed of rail freight. It all adds up to shipping economy . . . more convenience for you.

On Union Pacific you get new vans, special flat cars, the latest electronic communications and controls. So next time you ship piggyback . . . be specific, route Union Pacific.



Union Pacific Railroad
OMAHA, NEBRASKA 68102

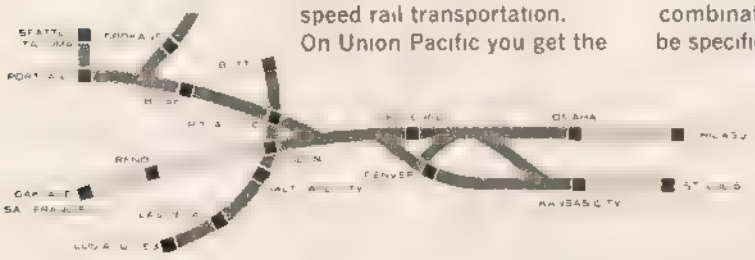


speed piggyback shipments on Union Pacific . . . the

automated railway

The long and the short of effective shipping is piggyback. Long hauls by train . . . short hauls by truck. You get the convenience of door-to-door delivery . . . the economy of high speed rail transportation.

On Union Pacific you get the advantage of the latest equipment . . . new vans specifically designed for piggyback service that ride on special flat cars. Add to this the finest in electronic communications and controls and you have the ideal combination for efficient shipping. So, next time be specific . . . route Union Pacific.



UNION PACIFIC RAILROAD

OMAHA, NEBRASKA 68102

MOVE OVER... HERE COMES

REX

BUILT IN AGRATE, ITALY

from $199.

UNITED REX MOTOR CORPORATION

Warehouses in Salt Lake / Houston / San Francisco / Los Angeles
Dealer Inquiries write to P O Box 533 / Downey Calif or 3566 S 2nd St West / Salt Lake City, Utah

3566 South 2nd West / Salt Lake City, Utah 84115 / Phone (801) 266-8838 / cable REX / SALT LAKE CITY

Sept. 4, 1965

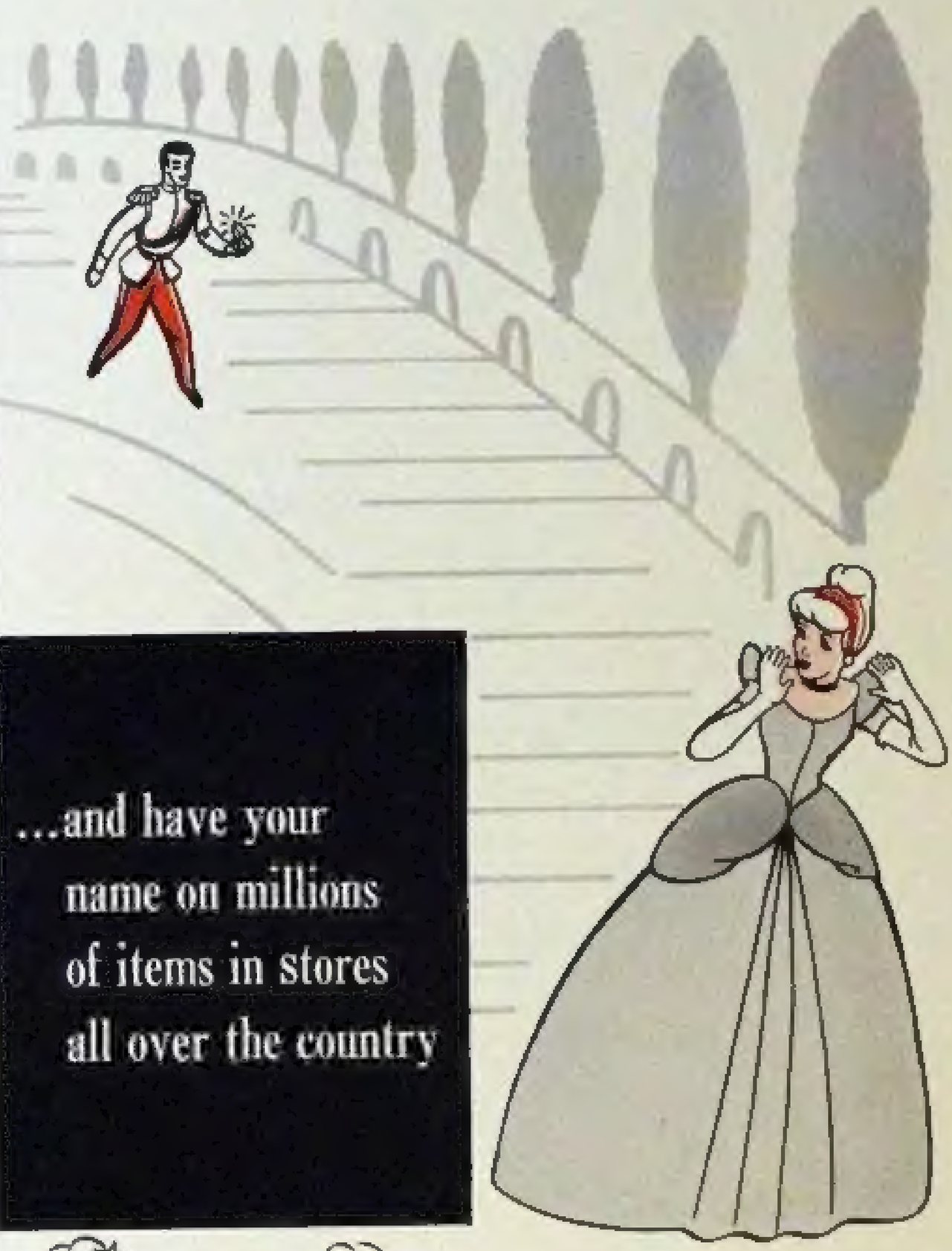
THE NEW YORKER

Price 25 cents

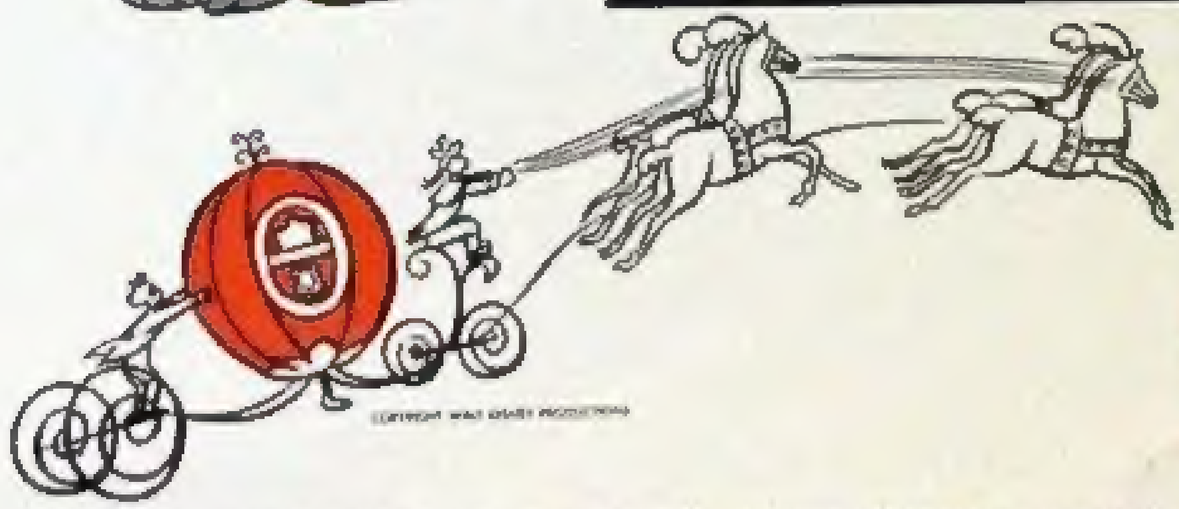
When you make more than a billion impressions through top-rated network and local TV shows...

When you...

star in a multi-million dollar promotion in magazines, newspapers & comic strips



...and have your name on millions of items in stores all over the country



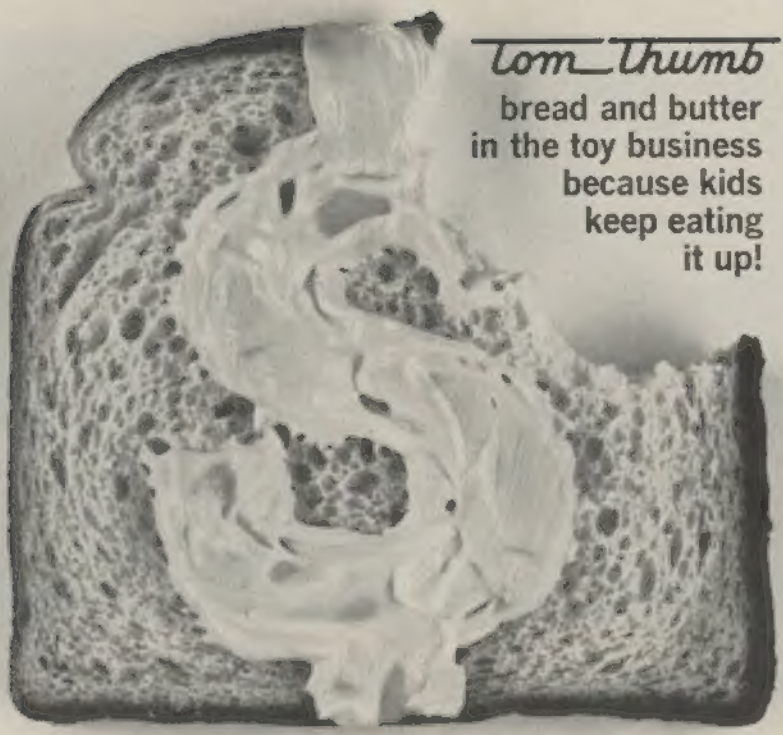
You're...

WALT DISNEY'S

CINDERELLA

(released nation-wide in June)

[redacted]



Tom Thumb®

bread and butter
in the toy business
because kids
keep eating
it up!

Bread & Butter. Everybody's nickname for a sure-fire, sells-'em-everytime, steady-profit staple. Tom Thumb toys and Uncle Sam banks have been Bread & Butter in the toy business for over 58 years.

Imaginatively designed and always eye-catching, Tom Thumb toys have kid appeal and sales appeal. The construction is solid, sturdy, long-wearing because parents want toys that last! American engineering know-how, plus patient attention to detail build extra play value into every Tom Thumb toy. Ask anybody who's ever bought one.

Tom Thumb is one of the real "miracles of merchandising." You don't see it on TV every 10 minutes, yet everybody knows the merchandise and buys it. You'll find yourself reordering and reordering as the Tom Thumb profits steadily mount!

That's why Tom Thumb is called the Bread & Butter line. Don't get caught short! Order early! And order enough!

Tom Thumb® . . . the biggest little trademark in the world.

WESTERN STAMPING CORPORATION Jackson, Mich.

WORLDWIDE SALES COVERAGE: **THE HENRY KATZ ORGANIZATION**
TENTH FLOOR, 200 FIFTH AVENUE, NEW YORK, N.Y. 10010

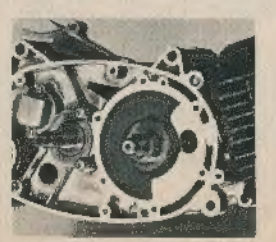
This is why Yamaha is the Greatest Going

When you want to quietly jet away from it all, head for Yamaha country—and take a friend. The Yamaha Rotary Jet 80 is just for fun—and the Going's Great.

Yamaha's Revolutionary Oil Injection System cuts down on oil consumption and gives you a perfect RPM-controlled blend of gas and oil, with no messy pre-mixing by hand.

Yamaha's Big, Waterproof, Dustproof Brakes let you scramble over dusty back roads, or even ford streams, and still stop safely. Yamaha is the winner of the Auto and Motor Sport Magazine Safety and Engineering Award.

Smoothest Shift Going—Yamaha's advanced engineering features give you positive, effortless power in every gear—at all speeds. You get smooth shifting unmatched by any other sportcycles.



New Rotary Valve Fuel Intake lets your engine keep *more* of the fuel mixture under pressure right up to the moment of combustion. You get more power, greater efficiency, and gas economy. Jet out and go with Yamaha.

Every Yamaha is Race-bred—Each machine has been inspired by the famous 250cc World Grand Prix Champion Yamahas. Riding the Rotary Jet 80 is nobly exciting—makes you feel like a Samurai.

YAMAHA
INTERNATIONAL CORPORATION

Winner of the Auto and Motor Sport Magazine Safety and Engineering Award

250cc World Grand Prix Champion

Since 1887

P.O. Box 54540, Los Angeles, California 90054
Eastern Branch: U.S. Rte. 30, Bell Lane, Downingtown, Pa.
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Canada: Pacific Seaboard Ltd., 1961 W. 4th Ave., Vancouver 9, B.C., Canada

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Yamaha's Revolutionary Oil Injection System cuts down on oil consumption, and gives you a perfect RPM-controlled blend of gas and oil, with no messy pre-mixing by hand.

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Smoothest Shift Going. Yamaha's unique Rotary Valve takes you through the gears smoothly and quietly without the stutter or hesitation common in other sportcycles. You get more power at low speeds with this smooth operator.

There's a little of this in every Yamaha—race-bred, giving you the features of the 1964 250cc World Grand Prix Champion Yamahas Riding the Rotary Jet 80 is nobly exciting —makes you feel like a Samurai.

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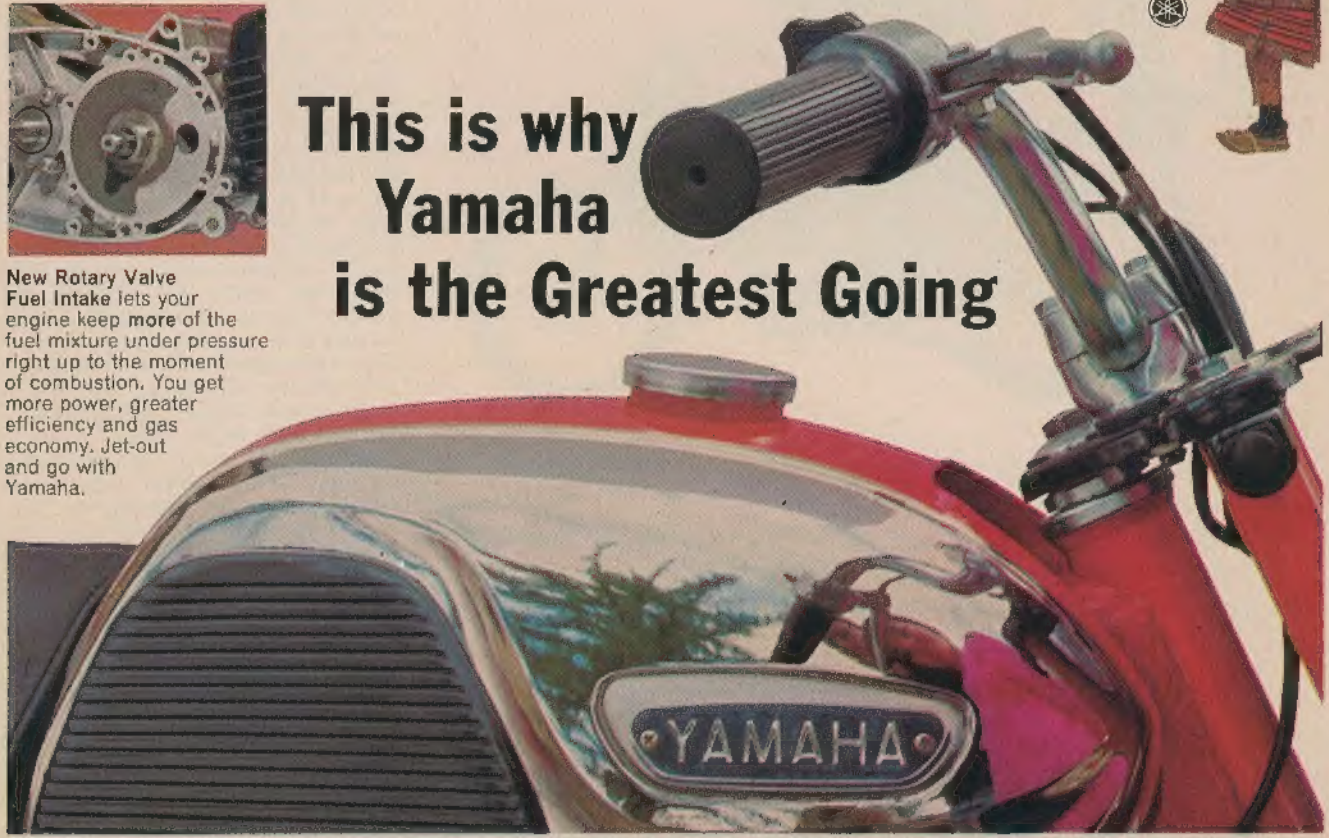

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